

# Tell the man who wants to know

**O**FFICE equipment manufacturers—like many others—are asking the question “Where can we look for more business—for new business—in 1930 and 1931?”

Why not direct special effort to an industry where sales are mounting, where prospects are bright, and where men *want to know* about products which will simplify record keeping and sales promotion activity?

**RECORD SALES**—The refrigeration industry has an outstanding record. In a few short years it has created wide consumer acceptance for its products. In 1930, while other businesses have lagged, it is far outstripping its sales figures for 1929. Almost every company in the field is doing a bigger business this year than ever before.

**EXPANSION AHEAD**—Continued prosperity for the refrigeration industry is assured by the fact that more than 90% of wired homes are still without refrigeration. There is every probability that more than one million units will be sold next year. Established companies are expanding their dealer organizations and new manufacturers are entering the field.

**PROGRESSIVE IDEAS**—Consider, too, that this young industry is captained and manned by progressive men with modern ideas. These men have no handicap of tradition to overcome. They are manufacturing and selling refrigeration by the most scientific and up-to-date methods which are known. They are of a temper to consider anything which means “a better way.”

**SPECIALTY SELLING**—Because of keen competition in the field, the industry's sales progress is largely based on specialty selling. Its high pressure sales operations require especially accurate methods in the preparation and maintenance of prospect lists, conduct of mailing campaigns, supervision of salesmen's activities and in the accounting phases of the business. Every device which will promote accuracy, economy and efficiency is of interest to refrigeration men.

Here a comparatively new market awaits the office equipment manufacturer. Here he can tell his story to *the man who wants to know*.



# ELECTRIC REFRIGERATION NEWS

Registered U. S. Patent Office.

The business newspaper of the refrigeration industry

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TWO DOLLARS PER YEAR

## A.S.R.E. SAFETY CODE ONE STEP CLOSER TO ACCEPTANCE BY A.S.A.

Standards Committee Expected to  
Give Approval Soon

New York, N. Y.—The Safety Code for Mechanical Refrigeration, prepared under the auspices of the American Society of Refrigerating Engineers, has been submitted to the American Standards Association, and barring some unanticipated development, will be approved by that organization's committee within a few days.

This Code, which has been in preparation for the last year or two, was printed in full in the May 7th issue of *ELECTRIC REFRIGERATION NEWS*. It now stands as printed at that time, with the exception of Section 371 (in the Code as printed in the May 7th issue, Section 1371). That section formerly read as follows:

"For other refrigerants the authority having jurisdiction shall determine the rules of installation and test pressure."

It now reads:  
"For other refrigerants the minimum test pressure for the high pressure side shall be not less than the vapor pressure of the refrigerant at one hundred and fifty (150) degrees Fahrenheit, and the test pressure for the low side should be not less than one-half (1/2) of this."

This change makes the section more definite than it was and does not leave so important a matter entirely to the discretion of transitory local authorities. Throughout the Code the numbers of the sections have been changed. They formerly began with 1100. The Code now begins with 100 and the following sections are numbered accordingly.

Copies of the Safety Code in pamphlet form may be obtained from the American Society of Refrigerating Engineers, 37 West 39th Street, New York.

## G. E. CAMPERS TO HONOR BUNION DERBY WINNER

Cleveland, Ohio—Big increases in sales of commercial models during July have just been announced as a result of the commercial "Bunion Derby," staged by the electric refrigeration department of the General Electric Company.

The "Bunion Derby" was a forerunner to Camp Refrigeration IV, to be held at Association Island August 20-23, where commercial refrigeration will be stressed and where distributors and key-men will gather for the annual fall meeting.

The country was divided into ten districts, for purposes of the contest, and the winner was determined by the amount of July commercial sales, as compared with the monthly average for the first six months of this year. The Bankers' Division, centering around New York, won first place in the contest.

As a result, the Bankers' Division will lead the parade at Camp Refrigeration, always an opening ceremony to the fall meeting. Walter E. Landmesser, commercial manager for the electric refrigeration department, is pleased with the results of the month's contest.

"All of the districts finished well over 100 per cent in the amount of July commercial business," he points out. "Most of them were away ahead of the monthly average this year."

To add interest to the event, each of the ten representatives of the refrigeration department, was named as a runner for his district. Fred Harvey, eastern representative, was the winner of the race.

Here is how the various runners, or representatives, finished, the district they represented, and the amount of business done in the commercial line for (Concluded on Page 4, Column 5)

## WILLIAMS MEN READY FOR BIG CONVENTION

Bloomington, Ill.—Flaming posters are announcing to the world that the dealers and distributors of Williams Ice-O-Matic refrigeration, Oil-O-Matic heating, and Dist-O-Stove heating will meet for a rousing convention at the factory at Bloomington, Monday and Tuesday, August 18 and 19.

The sixth international Williams convention will be a family affair, according to C. W. Williams, president of the company. Recreational events will be planned to include the wives and children of the multitude which has already signified intentions of coming.

## REFRIGERATION TURNS LOBBYIST

If the refrigeration industry were not proving its essential honesty by opening elaborate showrooms in every big city and town in the country, it might be open to the accusation of trying to get its display space—and most ornate display space at that—practically free of charge. Whenever you go to the movies these hot days, you find a refrigerator sitting peacefully in the lobby, waiting for the lucky winner to capture it.

It is great advertising for the whole industry.

Only a product that has achieved a secure place in the public affection is a welcome guest in a theatre lobby. The electric refrigerator has earned such a place and is reaping its just reward. These theatre displays are an excellent index of the rapid progress which the industry is making, and the high place it holds in the public's esteem.

## Delivering the Goods

BASED on the comparatively simple idea that refrigerators require transportation from warehouse to home before they can settle down to their business of keeping food in a safe condition, the Buyers' Guide, or Pink Section, this time is devoted to delivery equipment.

Illustrations and statistics show a cross-section of the market which the refrigeration industry offers to manufacturers of trucks, truck bodies and other forms of delivery equipment. It is a revealing picture.

## REAL HOUSECLEANING INDICATED BY NAMING OF JOINT COMMITTEE

Ice and Mechanical Branches of  
Refrigeration Fight Evils

DEFINITE steps have been taken by the ice and mechanical refrigeration industries toward the elimination of undesirable advertising and publicity matter. Representatives of both industries met at Chicago and treated frankly the certain practices in the refrigeration field which have been subjected to frequent criticism. Offensive publicity was condemned by the members of the Joint Committee, which is comprised of representatives of the Refrigeration Division of the National Electric Manufacturers' Association and the National Association of Ice Industries.

Representing the small machine industry are H. W. Burritt, Kelvinator Corp.; J. A. Harlan, Frigidaire Corp., and P. B. Zimmerman, Electric Refrigeration Department of the General Electric Co. The ice industry is represented by E. L. Bennett, New England Division of National Association of Ice Manufacturers; A. J. Authenrieth, Middle West Utilities, and J. N. Nickerson, Nickerson & Collins Co.

The present plan calls for meetings of the Joint Committee quarterly, the next conference probably being called during the early part of September. The co-operation prompted between the ice and mechanical refrigeration by the activities of the Joint Committee will have much to do to foster the idea of refrigeration. This step will bring about close harmony, which has been lacking between these closely allied industries.

All member companies of the Refrigeration Division of the National Electrical Manufacturers' Association have been notified of this co-operative movement in a communication sent out by A. W. Berresford, managing director of the N. E. M. A. This report is as follows:

### JOINT COMMITTEE WITH NATIONAL ASS'N OF ICE MANUFACTURERS

"Your chairman requests me to advise you that in the hope of eliminating undesirable advertising and publicity matter, there has been formed a Joint Committee consisting of representatives from the National Association of Ice Industries and the Refrigeration Division of National Electrical Manufacturers' Association, the members being Messrs. Bennett, Authenrieth and Nickerson from the former, and Messrs. Burritt, Harlan and Zimmerman from N.E.M.A. Mr. Bennett is vice-president of the New England Division of National Association of Ice Manufacturers. Mr. Authenrieth heads the ice manufacturing interests of Middle West Utilities, and Mr. Nickerson is editor and publisher of 'Ice and Refrigeration,' the ice industry's trade paper. Messrs. Burritt, Harlan and Zimmerman represent Kelvinator, Frigidaire and General Electric, respectively.

"The Committee met at Chicago, all members being present, and frankly discussed the differences which have developed. It became quickly apparent, under these conditions, that there is no reason for resort to derogatory statements regarding either side. Each has its responsibility for truth and for public welfare. Both are also concerned in the development of refrigeration. Permanent success for both depends upon that expansion.

"The Committee was unanimous in the belief that frequent and open discussion of alleged unfairness will provide the surest means for its eradication. Therefore, it was decided that the Committee, together with any others who may have direct interest in the subject, meet quarterly to take up reports (Concluded on Page 4, Column 4)

### NEW STEWART COMPANY TO CONTINUE BUSINESS

Los Angeles, Calif.—A recent issue of *ELECTRIC REFRIGERATION NEWS* stated that the Stewart Ice Machine Co., Inc., of this city had become involved in financial difficulties and had been liquidated.

Since that time, a new company has been organized, known as the Stewart Ice Machine Co., and has purchased the physical assets of the old company from the creditors. M. L. Stewart has been employed by the new company as manager and is operating the business at the old address, 3631 Avalon Boulevard, Los Angeles.

## Cool and Captivating



## UNIVERSAL COOLER SALES CONTINUE AT FAST PACE

Detroit, Mich.—Distributors of Universal Cooler electric refrigeration report a sales volume for the first seven months of 1930 which is already more than 400 per cent ahead of all their sales in 1929, according to J. W. Taylor, vice-president of the Universal Cooler Corp.

Three new distributors have been appointed recently, Mr. Taylor announces. They are:

Harold L. Schaefer, Inc., 3025 Hennepin Ave., Minneapolis, Minn.

Toledo Mantel & Tile Co., 118 Huron St., Toledo, Ohio.

Hart's Sale Co., Bellaire, Ohio.

Universal Cooler distributors are looking forward to increased fall selling and plan to make this year a banner one.

## HUSSMANN SETS RECORD IN LAST DAYS OF JULY

St. Louis, Mo.—While Jackson and O'Brien are soaring away in the clouds seeking to break the endurance flying record for airplanes, the Hussmann Refrigerator Division of the Allied Stores Utilities Co. is doing some record breaking of its own. To start the record smashing, the Hussmann men turned in sales on July 29th which were larger than any previous day in the history of the company. However, this record stood for only one day, as the orders received on July 31st were 10 per cent greater than those of July 29.

Total business for the month of July, according to George I. Boone, sales manager, exceeds July, 1929, by 37 per cent, and it tops all July records since 1922. Hussmann officials believe that this showing indicates that the refrigeration industry is progressing at a rapid pace and that general business conditions are not hampering sales.

Shreveport, La.—Johnson Furniture Company, Servel distributor, recently put on a stunt in co-operation with dealers at Shreveport and the Strand Theatre of that city.

In the lobby of the theatre they installed a miniature igloo and made it the headquarters of a young lady dressed as an Eskimo. This young lady passed out tickets to each person entering the theatre which gave the holder of the ticket a chance to secure a model K-5 Servel free. Each ticket listed the name and address of the holder, so a good prospect list was secured, and also information was given as to whether the holder of the ticket did or did not have an electric refrigerator.

## A. M. TAYLOR TO DIRECT KELVINATOR ADVERTISING

Detroit, Mich.—Kelvinator Corporation announces the appointment of Albert M. Taylor as director of advertising to succeed Earl Lines, who has retired to engage in other activities.

Mr. Taylor brings to Kelvinator many years of experience as advertising manager and sales promotion director for concerns of national prominence. He was for several years advertising manager of Copeland Products, Inc., and is familiar with the advertising and selling of electric refrigeration. He is a veteran newspaper man and was associated with the Franklin Automobile Co. over a total period of five and a half years in the positions of assistant advertising manager, sales promotion manager, and director of advertising. He was advertising director of Velle Motors for one year.

Mr. Taylor was recently with the Norge Corporation, Detroit, a division of the Borg-Warner Corporation.

With this background of experience, Mr. Taylor is a seasoned advertising and sales executive. Coincident with his assumption of his new duties, Kelvinator inaugurates a new series of attractive advertisements in colors, in the national magazines.

## REX CO. IS REORGANIZED; WILL PRODUCE CABINETS

Connersville, Ind.—Five months after the Rex Manufacturing Company was adjudged a voluntary bankrupt, as announced in the February 12th issue of *ELECTRIC REFRIGERATION NEWS*, a reorganization has been effected, and the frozen asset condition which precipitated the bankruptcy has been relieved. The following statement in regard to the Rex plans has been made:

"The completion of the reorganization of the Rex Manufacturing Company was announced today by C. C. Hull, president. The new concern will be known as the Rex Manufacturing Co., Inc., of Connersville, Indiana, with C. C. Hull continuing as president; George W. Ansted, vice-president, and R. N. Huffman, formerly of South Bend, as secretary-treasurer. The directors of the company are the above mentioned officers with the addition of M. R. Hull and Emery Huston.

"While the new concern is a reorganization of the former company, the sales and factory management personnel will not be changed.

"The new company will continue the manufacture of electrical refrigeration cabinets as its principal product. Several other lines are under consideration at the present time and will probably be added later on.

"Since entering the refrigeration field the Rex Manufacturing Co. has developed an enviable reputation for quality cabinets for mechanical refrigeration. They count among their customers a large number of the leading unit manufacturers.

"The Rex Mfg. Company offers the trade a full and complete line of cabinets with both all-porcelain and lacquer finish.

"The volume of business of the company is increasing rapidly and the orders on file now show an increase of over 200 per cent for the same period last year, which speaks exceedingly well for the future of the new concern."



## The EBCO Mill Type FOUNTAIN COOLER is Doubly PROTECTED



More than 500 units like the above picture are installed in The Carnegie Steel Mills.

DESIGNED especially to meet the conditions in industrial plants, the EBCO is distinctive in its unusual features. It is insulated against excessive heat and cold—the compressor is contained within the cabinet—easily accessible and the mechanism protected. This type cooler permits individual service to each department and provides the utmost flexibility without heat losses in circulated cold water lines. No lost refrigeration to pay for.

Equipped with "EBCO" automatic pressure regulating Stream Control Valve." Positive regulation for varying pressures "without waste of water."

The cast iron pyramid top is a safety feature—no tools, etc., can be laid on this top to fall off on and injure some one drinking.

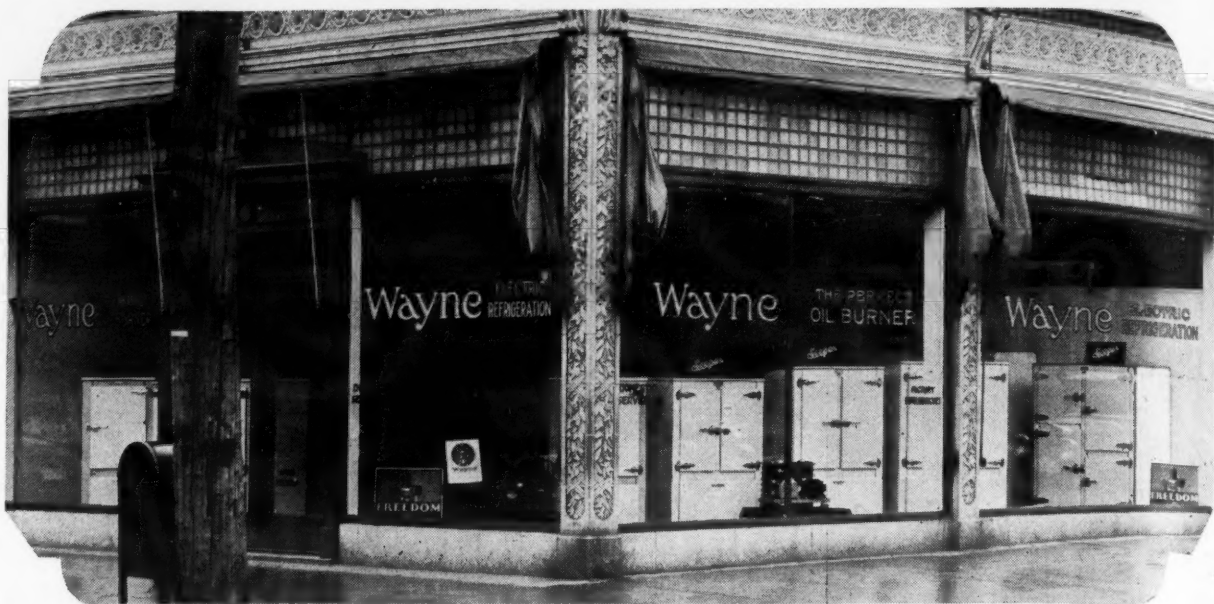
Write for Full Details

THE D. A. EBINGER SANITARY MFG. CO.  
COLUMBUS, OHIO

Manufacturers also of Ventilated Closets, Urinals, Round Wash Sinks, and Steel Compartments for Toilet Rooms.

# "EBCO"

## Business Gains Necessitate Larger Quarters



Perth Amboy, N. J.—Steady increase in sales of Wayne electric refrigerators has necessitated large quarters for the Domestic Service Company, distributors for Wayne refrigerators and oil burners for all of the southern half of the state of New Jersey. The new quarters

are located at 256 Madison Ave., and excellent display facilities are provided. Frontage on two thoroughfares makes it possible to set up large displays that are easily visible to motorists and passersby. Charles Wertz is president of the

Perth Amboy Company, with William Rubin as vice-president, and Benjamin Rubin as secretary. Although only handling Wayne refrigerators for about a year, this branch of the business has been built up to a large volume through consistent selling efforts.

### NEW TENNIS STAR

Seattle, Wash.—Tennis players prefer electric refrigeration. A recent installation in Seattle was that by Gordon Prentice, Inc., for the members of the Seattle Tennis Club. This exclusive club selected a model C-451 General Electric refrigerator recently.

### G. E. APARTMENT MEN TO CHART SALES ACTIVITIES

Cleveland, Ohio—A conference of apartment house division managers of the General Electric refrigerator distributor organization east of the Mississippi is to be held at Schenectady, N. Y., on August 28 and 29. Announcement of the program for the two-day meeting has just been made by J. J. Donovan, apartment house division manager for the electric refrigeration department, General Electric Co.

At the conference, which will be attended by fifty or more, plans for fall and winter activity will be laid. The first day will be taken up largely with a trip through the General Electric factories.

Here is the program for the sessions:

Thursday, August 28

Introduction, J. J. Donovan, manager, Apartment House Division, Cleveland. Address, "Growth and Future of Apartment House Market," J. J. Donovan.

"Closing the Contract," A. C. Mayer, manager, Merchandising Service Division, Cleveland.

"Selling the Low Rent Apartments," M. J. Young, Apartment House Division, Cleveland.

"Value of Contacting Financial Interest," Frank Carson, McCormick-George Co., Detroit.

"Analyzing the Survey," G. D. Kobick, Apartment House Division, Cleveland.

"Organization of Apartment House Division," Art Scaife, Merchandising Service Division, Cleveland.

"Refrigeration Safety Code Situation," J. J. Donovan.

Luncheon 1 P. M.

Welcome to the Factory, Chris Steensrup.

Inspection of cabinet factory, General Electric Co., Schenectady, N. Y.

Banquet, 6:30 p. m., J. J. Donovan, toastmaster.

Friday, August 29

Research, Dr. W. R. Whitney, General Electric Co., Schenectady, N. Y.

"The House of Magic," Ellis Manning, Research Laboratories, Schenectady.

Inspection of Unit Division. Luncheon

"Analyzing the Prospect," G. D. Kobick, Cleveland.

"Finance Charges," W. Crawford, General Contract Purchase Corp.

"Using the User," R. Sausaman, Cushman Refrigeration Co., Cleveland.

"Sales Promotion and Its Uses," O. C. Hamilton, Sales Promotion Division, Cleveland.

Questionnaire. Presentation of the Product, J. J. Donovan.

Adjournment

### PIONEER COMPANY ENTERS SALES FIELD

Newburgh, N. Y.—The Caldwell Supply Company, of 382 Broadway, Newburgh, N. Y., has been awarded the sole franchise for the sale of Kelvinators in the Newburgh shopping area. This contract supersedes the handling of Kelvinator in the Newburgh territory by about five dealers. The new organization has made fifteen Kelvinator installations since accepting the franchise about a month ago.

The Caldwell Supply Company is well and favorably known in and about Newburgh, having sold pumps and water supply systems to the farmers in the ten surrounding counties for a number of years, during which time it has built

up good will and merchandising knowledge. Newburgh is one of the few areas adjacent to New York City lacking in apartment houses. Moreover, opportunities for selling large commercial installations are scarce. Realizing these conditions, the Caldwell Supply Company is concentrating on the sale of domestic jobs.

The Caldwell Supply Company, co-operating with the C. V. Hill Co., has been working on an installation which will soon be made for the display of quick frozen foods. Although the official order has not yet been placed, the interest of the Newburgh housewives and dealers in quick-frozen foods prophesies at least an experimental display within a short time.

### PATENT VERDICT FAVORS DAYTON BELT COMPANY

Columbus, Ohio—Contention of the Dayton Rubber Manufacturing Company that its V-belt of rubber and fabric, which is widely used on automobiles and many types of mechanical drives, was a new structure and that the basic patent covering the device was valid, was upheld recently by the United States Court at Columbus, Ohio.

The decision of the court brought to an end a suit which had been directed by the Dayton concern against a distributor of infringing belts and also the manufacturer. Counsel for the plaintiff company were H. A. Toulmin and H. A. Toulmin, Jr., Dayton patent attorneys.

National sales and distributor organizations are maintained by the Dayton manufacturer for the merchandising of both automotive and industrial V-shaped rubber belts. The product is used as original equipment on more than 85 per cent of all makes of automobiles, on domestic refrigeration machines of various makes, on washing machines, on pumps and on other nationally used products.

### BUSINESS AND SPORTS TO MIX AT N. E. M. A. MEETING

New York, N. Y.—Officials expect a large attendance at the annual meeting of the National Electrical Manufacturers' Association, scheduled for the week of October 20 at Old Point Comfort, Virginia. Practically all of the sections, divisions and committees of the organization will elect officers during this convention.

Old Point Comfort, the officials believe, presents an ideal combination of good sports, scenic beauty, points of historical and industrial interest, and attractive accommodations. It is located on the eastern end of the Virginia peninsula, overlooking Hampton Roads and lower Chesapeake Bay, with the Atlantic Ocean in the distance.

Golf (one course is laid out on a Revolutionary battlefield, with breastworks and trenches for bunkers and traps), tennis, swimming, horseback riding, fishing and boating are all available.

Among the nearby spots of historical interest are Fortress Monroe, Jamestown, Yorktown, Williamsburg, William and Mary College, Civil War battlefields, Fort Eustis, Langley Field and Newport News.

### NORDBERG JOINS UTILITY

Kansas City, Mo.—H. M. Nordberg, formerly with the Western Kelvinator Company here, has joined the retail department of the Kansas City Power & Light Co.

## EFFICIENT REFRIGERATION



MODERN FLORIST SHOPS INSURE ACCURATE, RELIABLE, ECONOMICAL REFRIGERATION BY USE OF TIME-O-STAT BULB SWITCHES

Courtesy General Refrigeration Company, Beloit, Wisconsin

FLORIST shops like this have been quick to adopt electrical refrigeration. And to safeguard the efficient, satisfactory performance of such installations temperature control by the TIME-O-STAT No. 75 BULBSWITCH is good practice. The TIME-O-STAT No. 75 BULBSWITCH is especially engineered for remote control of the temperatures of coolers and refrigerators. It is unusually sensitive, simple, positive and ruggedly constructed. The Time-O-Stat Mercury Switch eliminates moisture troubles, pitting and similar annoyances.

Detailed information will be sent you immediately upon request.

BRANCH OFFICES  
NEW YORK  
BOSTON  
CHICAGO  
EXPORT DEPARTMENT  
NEW YORK

# TIME-O-STAT

CONTROLS COMPANY  
ELKHART, INDIANA

EXCLUSIVE DISTRIBUTORS  
IN ALL PRINCIPAL CITIES  
OF THE UNITED STATES.  
CANADIAN DISTRIBUTORS  
TORONTO AND MONTREAL.

Manufacturers of Automatic Controls for Oil Burners, Gas Burners, Coal Burners, Electrical Refrigerators, Furnace Fans, Mechanical Stokers, Industrial Ovens, Ice Machines, Unit Heaters . . . also of Sign Flashers, Mercury Switches, Electric Heaters, Corrugated Metal Bellows



# The new market for General Electric Refrigerators



*Millions of families of modest income, who thought they couldn't afford a General Electric, are being shown they CAN!*

Millions of doors that have been closed in the past are being opened to General Electric Refrigerator representatives. These millions of doors had been closed, because the families behind the doors had an idea they were "not interested—they couldn't afford it."

But General Electric Refrigerator advertising has gone through the doors. Newspapers, magazines, radio, all kinds of sales promotion material, merchandising helps and direct mail pieces are proving to families of moderate means that the Refrigerator with the Monitor Top is an actual economy. The family of limited resources is fast finding out that the dependable sealed-in-steel mechanism of the General Electric Refrigerator—operating at a cost of but a few cents a day—will not only save food and time and labor, but save money.

The door to a huge market is unbolted—the market made up of those who thought they couldn't "afford." We are turning the door knob for you. Prepare your entrance with our powerful direct mail campaign to your prospects. Get a free copy of our sales promotion plan from your local distributor.—AND LEAN AGAINST THE OPEN DOOR!

**GENERAL  ELECTRIC**  
**ALL-STEEL REFRIGERATOR**

ELECTRIC WATER COOLERS

COMMERCIAL REFRIGERATORS

ELECTRIC MILK COOLERS



# AFTER ALL...

## there is no denying these facts



Kelvinator is the oldest and most widely respected name in electric refrigeration.



During the last sixteen years, Kelvinator engineers have pioneered and developed a majority of the more important improvements in electric refrigeration.



Kelvinator has never built anything but quality merchandise. As a result, everywhere Kelvinator is known, it is *well known*.



The new line, with its many outstanding sales features, is the most saleable merchandise Kelvinator has ever offered. As such, it represents the greatest profit potential of any line of refrigerators in the industry today.



From the beginning, Kelvinator has worked in close harmony with Kelvinator representatives. A deep appreciation of the mutuality of interest has influenced the formation of Kelvinator policies and directed the Kelvinator plan of dealer cooperation.



As a result, the Kelvinator Franchise is held in high regard. It is eminently desirable, first, because of the saleability of Kelvinator merchandise, and second, because of the stability and soundness of the organization behind the merchandise.



MORE MONEY CAN BE MADE WITH KELVINATOR. Dealers are invited to write for complete information about the Kelvinator Franchise. The coupon below will bring you full details about the commercial and domestic Kelvinator lines.

# KELVINATOR

KELVINATOR SALES CORPORATION, DETROIT, MICHIGAN  
Kelvinator of Canada, Limited, London, Ontario  
Kelvinator Limited, London, England

~~~~~

Kelvinator Sales Corporation,  
14250 Plymouth Road, Detroit, Michigan  
Gentlemen:

Please send me complete details about the Kelvinator Franchise.

SIGN NAME AND ADDRESS BELOW

~~~~~

## JOINT COMMITTEE PLANS HOUSECLEANING PROGRAM

(Concluded from Page 1, Column 5)  
of departure from practices which all agree to be fair.

"In the meantime, appeal is made to the membership of the two groups to desist from publicity of any character which may prove offensive to the other division of the field. If instances occur, copies of the objectionable matter or reports of incidents or statements should be sent to the respective association headquarters. If the matter can be handled directly, it will be so done; if it cannot, then the case will be referred to the Joint Committee when it next meets.

"This procedure presupposes at once that the spirit of the Committee will be reflected throughout the memberships. There is no wish to dictate, but there is a very honest desire to work together for the good of all. This will require sincere co-operation by those engaged in both divisions of this work in refrigeration. The Committee believes that co-operation will be forthcoming. The Committee suggests seeking out the representatives of ice manufacturers in your territory and talking this matter of co-operation over with them. Any existing irritation must thereby be allayed and may be eliminated.

"N. E. M. A.'s representatives on the Joint Committee urge, and your Chairman, Mr. Quinn, endorses strongly, that you send this information to all of your sales outlets and impress the need for co-operation and the sure result for good to the whole industry.

"If reasons for complaint are found, write this office full particulars and every effort will be made to adjust.

Your outlets may write direct if you so elect. If adjustment cannot be made, the instance will be brought to the attention of the Joint Committee at its next meeting."

## BUNION DERBY WINNER

(Concluded from Page 1, Column 1)  
July, in per cent, as compared with the monthly average:

	Per cent
Fred Harvey, representing the Bankers' District .....	312
George Miller, representing the Grocers' District .....	228
Charles Wagner, representing the Restaurant District .....	224
A. Freshman, representing the Undertakers' District .....	217
Geo. Wortman, representing the Factory District .....	214
Henry Walthall, representing the School District .....	192
H. Cheatham, representing the Butchers' District .....	135
A. Ferguson, representing the Bakers' District .....	130
B. C. Ritter, representing the Florists' District .....	108
George Ruck, representing the Hospital Division .....	107

Final details for the fall meeting are being rushed to completion. A vanguard from the Cleveland office will leave early for Association Island to have everything in readiness for the camp opening. A special train from Cleveland will carry more than 200 General Electric distributors and keymen and department heads from Cleveland to the Island, many of the westerners meeting in Cleveland for the trip. Eastern delegations will go direct.

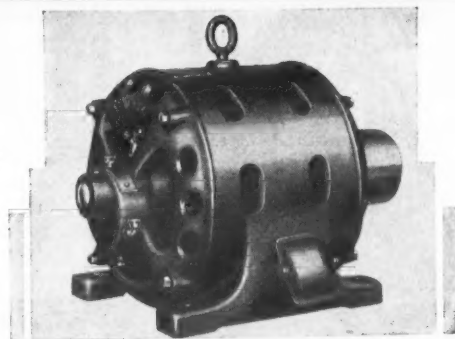
Commercial refrigeration will be the theme of the Island meeting.

## Absopure Across the Border



THE men on the firing line for Whittaker Fireplaces, Canadian Distributors for Absopure. Left to Right—D. L. Messenger, F. Whittaker, W. Herbert, G. Murray, A. Potvin.

## THEY KEEP A-RUNNING



5 Horse Power Century Type RS Repulsion Start Induction Single Phase Motor

## DAMPNESS DOES NOT AFFECT THEM

Especially effective protection against dampness is one of the features that enables Century Type RS Single Phase Motors to "Keep a-Running" even when operating in humid or moist surroundings. The windings are thoroughly insulated and are then saturated with insulating varnish. This preserves the insulation and protects the windings.

The service continuity of these motors has been proven in many hundreds of thousands of installations in all parts of the world. They are widely used for driving pumps, electric refrigerators, compressors and similar apparatus.

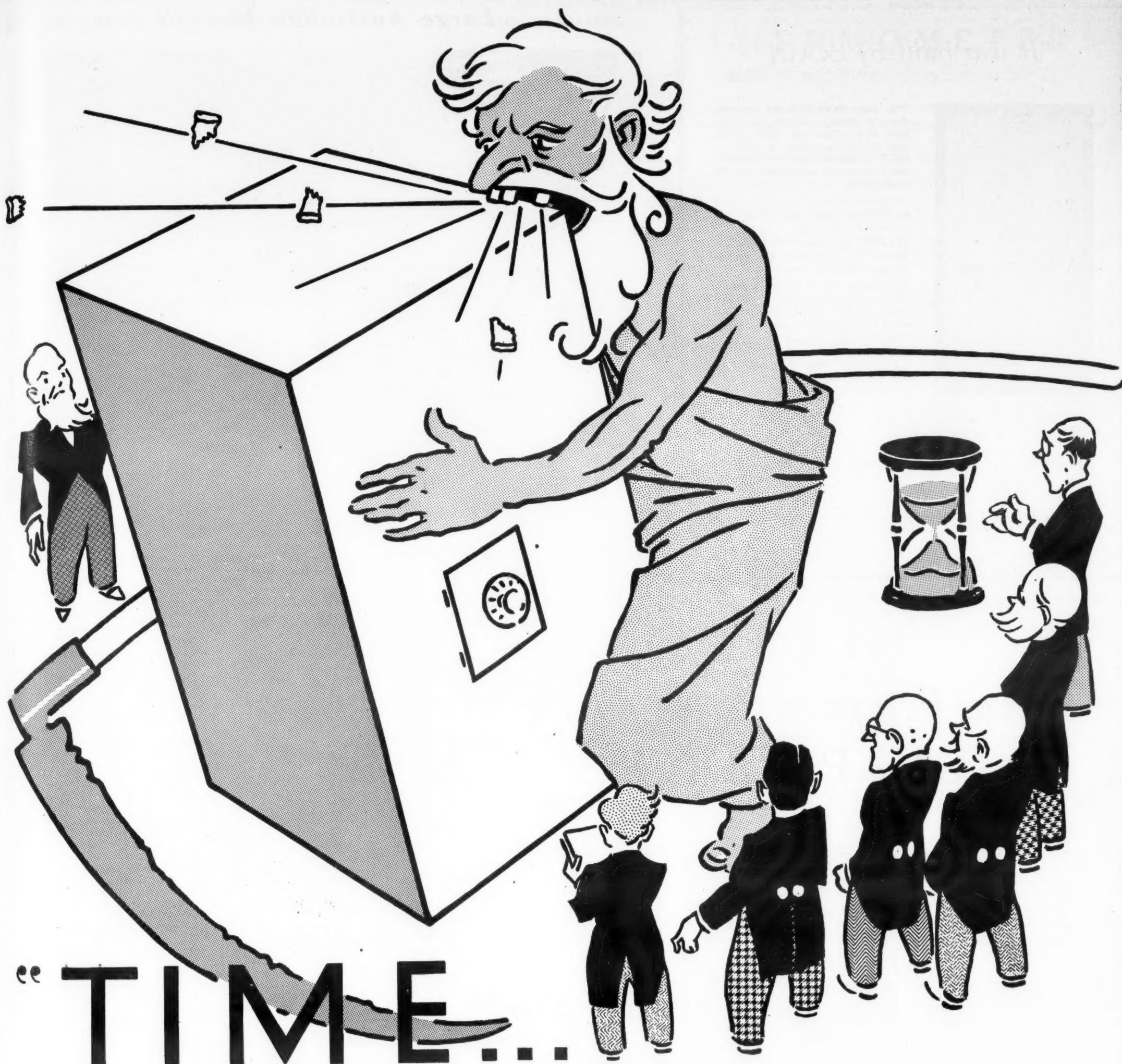
Built in standard sizes from 1/4 to 40 horse power.

CENTURY ELECTRIC COMPANY  
1806 PINE ST. ST. LOUIS, MO.

40 U. S. and Canadian Stock Points and More Than 75 Outside Thereof

**Century**  
MOTORS  
FOR MORE THAN 26 YEARS AT ST. LOUIS





# "TIME... BREAKS HIS TEETH"

PROF. MITTEN, H<sub>2</sub>O

"Tests of refrigerator cabinet strength are no longer necessary. I have perfected the indestructible cabinet, insulated with many thicknesses of armorplate—not necessarily to prevent heat entry—but to resist any conceivable external force. Upon such a cabinet, Time, in truth, will break his teeth."

"But this achievement, signal as I hold it to be, has one annoying weakness. To date I have had only one sale. A prominent Trust Company bought one, put a time-lock on it, and now uses it for a safe."

We applaud the Professor's triumph, and weep at his predicament. But personally we think he should have remembered he was building a refrigerator and not a fort.

As long as refrigerators are bought to preserve food, rather than for husbands to hide in, *essential low temperatures*, economically and permanently maintained, are more important than *super-strength*.

He should have recalled that a modern *well-built* refrigerator cabinet is as sturdily built as the average steel automobile body—tremendously strong *without* armorplate insulation. And he should have chosen his insulation to maintain *low temperature*, economically and permanently. A careful study of U. S. Bureau of Standards tests of insulation efficiency would have led him to Dry-Zero—the most efficient commercial insulant known. And his sales problems would have reduced itself to sales.

## DRY-ZERO CORPORATION

130 NORTH WELLS STREET

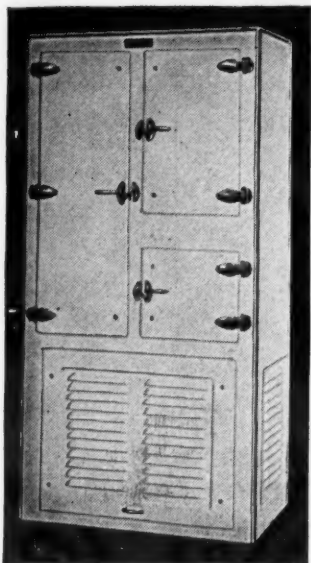
CHICAGO, ILLINOIS

THE MOST EFFICIENT COMMERCIAL INSULANT KNOWN

# DRY-ZERO



## "It was built by BOHN"



The handy base cabinet may either be used for refrigerating machinery or the storage of cooking utensils, canned goods, vegetables, etc.

The name BOHN is our warranty that the finest materials obtainable have been utilized by skilled craftsmen and refrigeration engineers to build for you this beautiful and scientific product—an all-porcelain BOHN refrigerator.

BOHN installations include many of the leading hotels, restaurants and hospitals in America.

BOHN refrigerators are used exclusively on all Pullman-built railway dining and buffet cars.

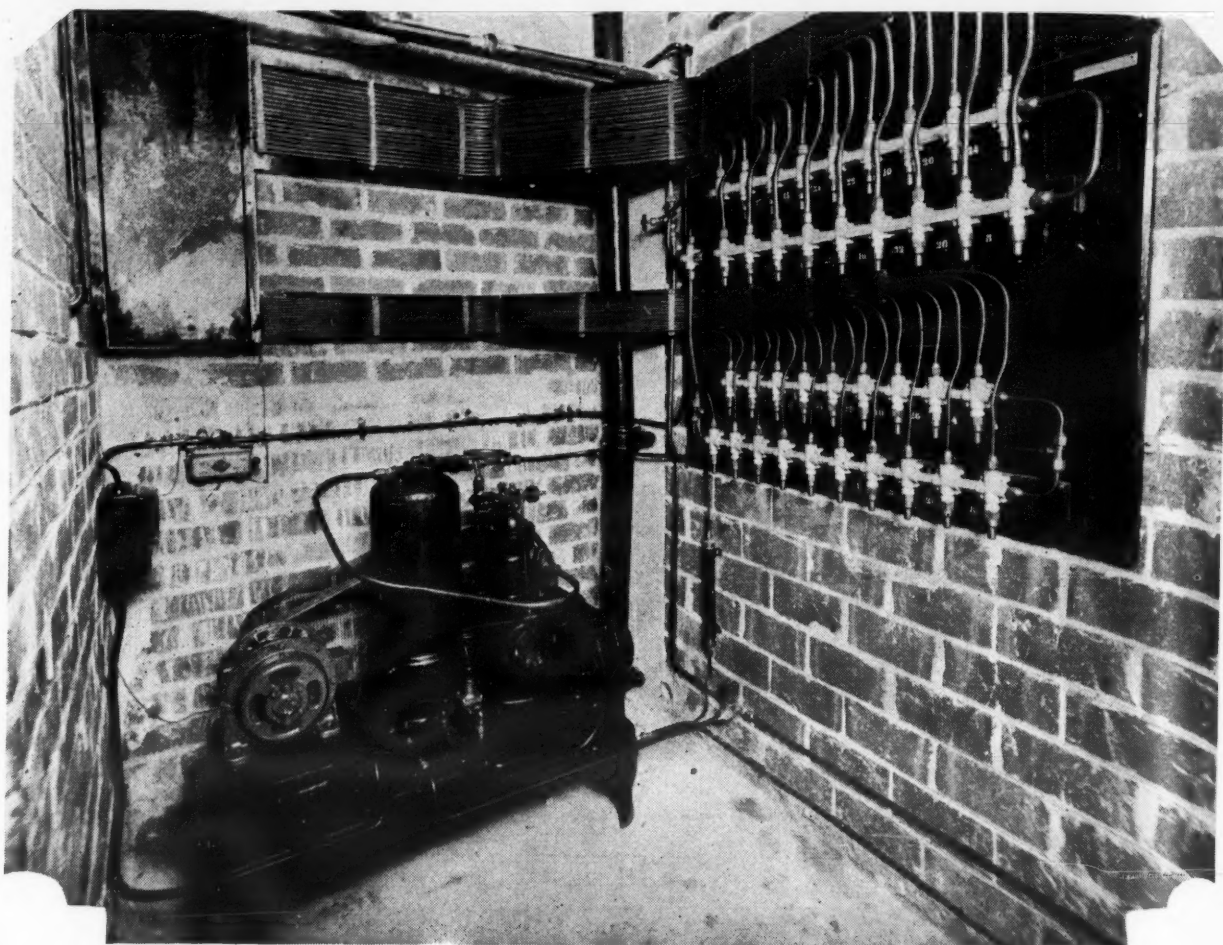
The United States War Department has purchased hundreds of all-porcelain BOHN refrigerators for our army barracks and battleships.

In choosing BOHN refrigerators, discriminating home owners throughout the country have given BOHN a representative list of which any manufacturer might be proud.

Write for details of the remarkably low prices that are now prevailing.

**BOHN REFRIGERATOR COMPANY**  
SAINT PAUL, MINNESOTA

## Large Australian Multiple Installation



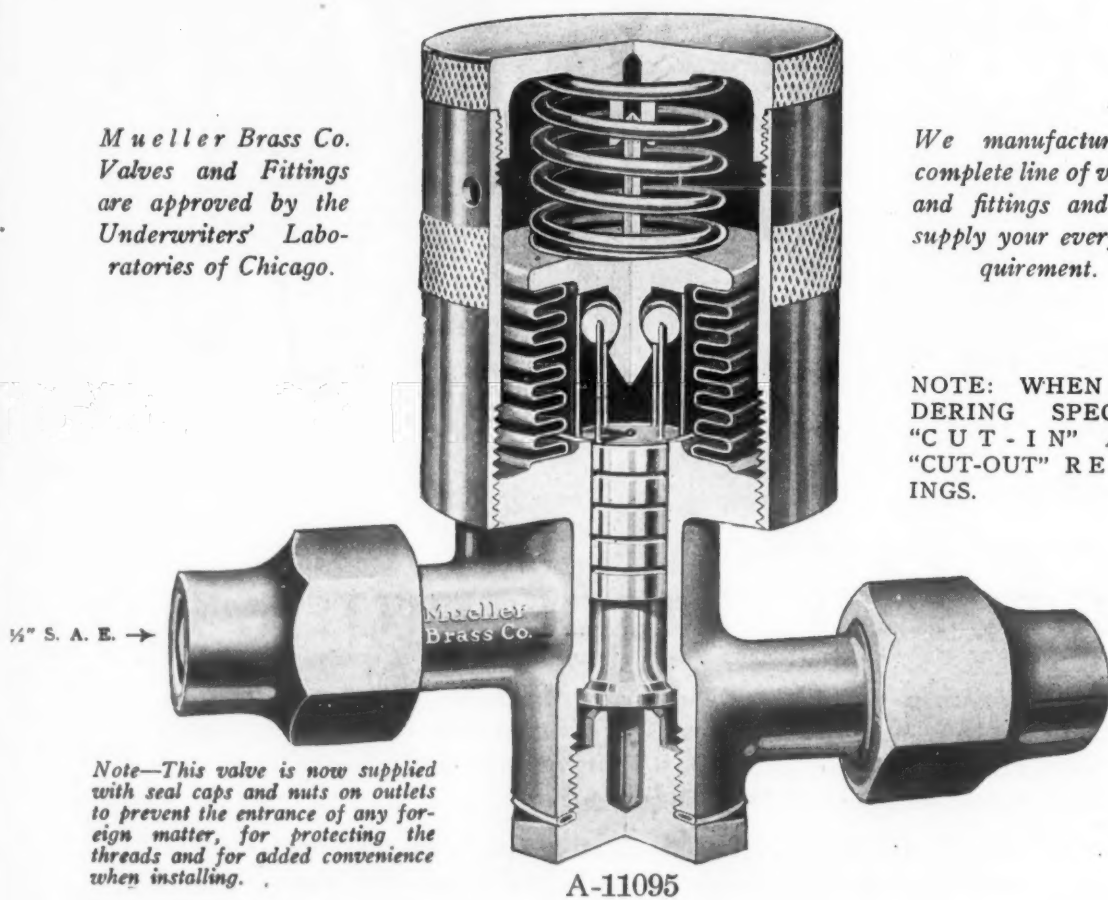
Messrs. Metters, Ltd., Sydney, has reason to be proud of its service department after it completed this orderly installation of a Servel multiple system.

## MUELLER Two-Temperature Control SNAP VALVE

Mueller Brass Co.  
Valves and Fittings  
are approved by the  
Underwriters' Laboratories of Chicago.

We manufacture a  
complete line of valves  
and fittings and can  
supply your every requirement.

NOTE: WHEN ORDERING SPECIFY  
"CUT-IN" AND  
"CUT-OUT" READINGS.



Note—This valve is now supplied with seal caps and nuts on outlets to prevent the entrance of any foreign matter, for protecting the threads and for added convenience when installing.

A-11095

This valve is so constructed as to make it a real aid to the service man. By merely turning the outside knurled case he can raise or lower the temperature without danger of losing the differential which was previously properly set.

The differential is built into the valve and cannot be changed.

The temperature range may be changed without the necessity of a recheck or numerous visits of the service man.

Simplicity of construction insures a long and trouble proof life.

The snap action feature prevents seat erosion and assures uniform performance.

The body is a brass forging, thus making it seep proof and free from defects.

## Mueller Brass Co.

PORT HURON, MICHIGAN

THREE GENERATIONS OF BRASS MAKING

### DISTRIBUTORS ORDER BIG SHIPMENT

Minneapolis, Minn.—Kelvinator distributors from the northwest met here recently for an all-day meeting to discuss selling plans for the coming fall. The burden of the meeting was carried by Kelvinator Vice-President H. W. Burritt and Willard S. French, of Brooke, Smith & French, Kelvinator advertising counsel.

District Manager H. A. Dahl acted as toastmaster at luncheon. The result of the meeting was the booking of a solid trainload of Kelvinator refrigerators for fall selling.

The representatives present were: H. E. Young, H. G. Huey, H. C. Loomis, D. F. Smith and S. S. Shaver, of the Northern States Power Co., Minneapolis; Walter Wetz and Jack Harrigan, of the Northern States Power Co., St. Paul; William Hogan, E. A. Vergison and G. Tabor, Westinghouse Electric Supply Co., Minneapolis; F. A. Johnson, Westinghouse Electric Sign Co., Duluth; J. L. Fithe, Westinghouse Electric Supply Co., Waterloo, Iowa; R. Dunham, Westinghouse Electric Supply Co., Mason City; A. C. Ruble, Westinghouse Electric Supply Co., Omaha and Sioux City; H. C. Hopkins, Carl Groethe, N. W. Public Service Co., Huron, So. Dak.; S. L. Walter, Frank Balthaser, Bay Appliance Co., Green Bay, Wis.

### FERRO ENAMEL CORP. IS RESULT OF MERGER

Cleveland, Ohio—Ferro Enamel Corporation has been formed through the merger of the Ferro Enameling Company and the Ferro Enamel Supply Company. The executives and heads of the departments of the merged companies will function in substantially the

same capacities in the new corporation. Present territorial sales and service arrangements will remain unchanged.

### FRIGIDAIRE SALESWOMAN TRIPLES

Portland, Me.—Monday, July 21, was a red letter day in the sales career of Mrs. Edith S. Buck, 63, a saleswoman for the Home Electric Light & Power Equipment Company, Frigidaire distributor, who sold three refrigerators that day.

Mrs. Buck, who is the descendent of a prominent Maine family, was advised by her physician last fall to seek some form of recreation or employment which would keep her outdoors for the greater part of the day. Being a Frigidaire owner herself and greatly interested in the development of electric refrigeration, she applied at the local firm for a position.

### C. K. WOODBRIDGE HEADS EASTERN COMPANY

C. King Woodbridge, formerly president of the Kelvinator Corporation, Detroit, and more recently director of the industrial division of Prince & Whitely, New York, has been elected president of American Machine & Metals, Inc., successor of the Manhattan Electrical Supply Co. Mr. Woodbridge was at one time president of the Dictaphone Corporation.

### COPELAND FOR WATERBURY LABORATORY

Waterbury, Conn.—A Copeland electric refrigeration unit has been purchased for the laboratory of the board of health for use in bacteriological work.

## RUGGED-POWERFUL

## YET-Silent

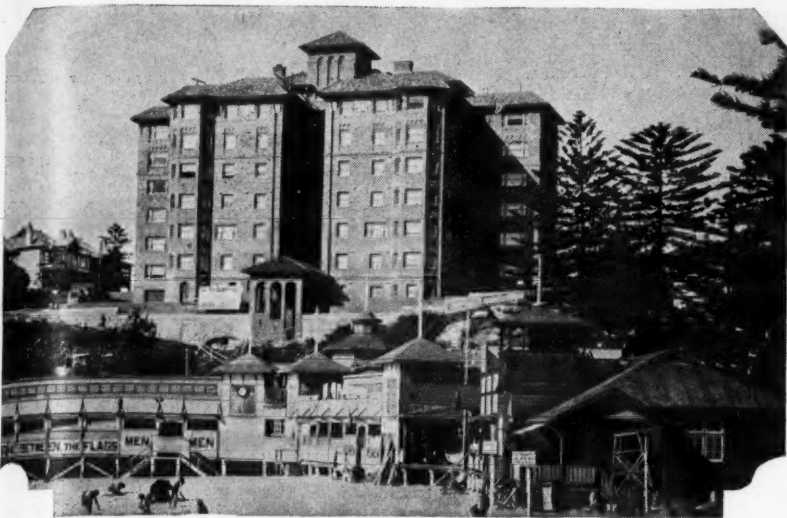


Exclusive features of construction make the Leland motor unusually rugged and powerful. Spring mountings eliminate vibration. Yet it is so quiet that standing three feet away, you cannot detect a sound. It is these features that make the Leland the best motor yet developed for electric refrigeration. Available in various fractional sizes.

The Leland Electric Co.  
Dayton, Ohio, U.S.A.



## Denotes Fine Workmanship



In the far off Antipodes, servicemen are living with their American brothers when it comes to installing multiple refrigeration systems. Some time ago the servicemen operating under Messrs. Metters, Ltd., of Sydney, were called in to install Servel refrigerators in thirty-three suites in the Borambil flats, Manly Beach, Sydney. Each cabinet is equipped with a Servel chilling unit and all are operated by two 100-AW Servel machines.

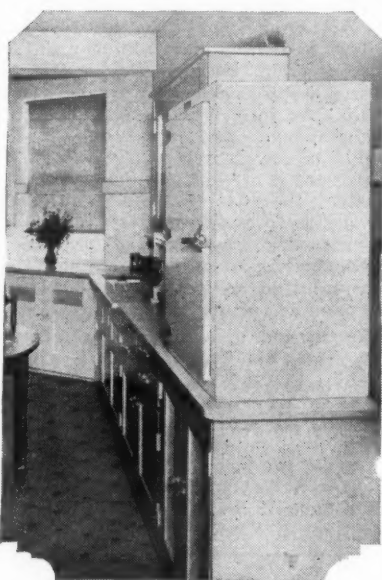
The Australian servicemen set to work and installed a system that C. L. Olin, in charge of service for Servel, says "that many of our American service organizations can learn a real lesson from." It is an example of thorough workmanship, this fact being easily adjudged by close inspection of the installation pictured on the opposite page. Tubing and valves are arranged very orderly on the panel and all are easily accessible. The tubing running across the back wall impresses an observer with its compactness and neatness.

In arranging the tubing, the servicemen took the necessary precautions to eliminate danger caused by excessive strain. A sufficient number of clamps were used in this installation to rigidly fasten the tubing to the panel board and the sidewall. Of particular interest is the number of clamps used in the stepping-off points. Elimination of a sharp bend in the lines was made at the corner near the panel board. Both pressure and suction lines are clearly identified at the valves by small numerals. This feature saves the serviceman considerable time in the event of repairs to one of the units of the system.

Compact apartment house cabinets were used in all of the kitchens so as to conserve space. Here the refrigerators were fitted on the work shelves of the kitchen cabinets. In this way the refrigerator does not take up valuable floor space but in addition the shelves are at the proper height to make them very accessible. The cabinet is finished in a light color and it ties in closely with the color scheme of the other kitchen equipment. The small photo-

graph on this page illustrates how the service men installed the equipment in the kitchens of the apartment building. By having the refrigerator adjacent to the kitchen cabinet, the Australian housewife will be able to save time and steps.

The Borambil flats are quite similar in construction to the apartment dwellings which now dominate the landscapes of America's largest cities. However, the cliff dwellers in the far off city have the advantages of a bathing beach only a few paces away. Besides enjoying refrigerated food and beverages in the torrid season, they may take their dip when days and evenings become a little bit too uncomfortable. With these two advantages to offer tenants, the problem of keeping the apartments rented should be a fairly easy one. In America, an apartment owner with this set-up would probably have a long waiting list.



Space Saving Arrangement in Compact Kitchen

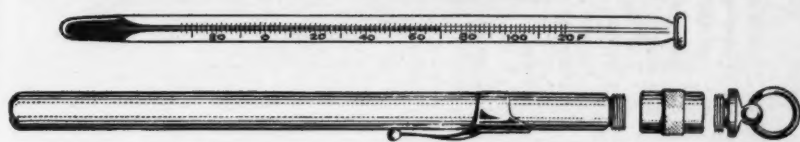
## CLEVELAND MEN SPEND DAY OF FUN MAKING

Cleveland, Ohio—A parade of 135 automobiles, all gaily decorated and carrying painted banners, marked the opening of the annual picnic of the organization of the Cushman Refrigeration Company here recently.

As the procession wound through several miles of the business district, thousands saw the picnickers starting on their day of fun-making at Nela Camp, in East Cleveland. A total of around 400 dealers, salesmen, office workers and their families attended.

Baseball games, aquatic events, and novelty races were features on the day's program. Motion pictures were taken of the parade and athletic events.

## THERMOMETERS



Mercury or Red Spirit — for your Service Department

CARROLL GLASS INSTRUMENT CO., Philadelphia, Pa.

Iceless Refrigeration Accessories Co., 2401 Chestnut St., Philadelphia. Hart Refrigeration Service, 308 Fairfield Ave., Bridgeport, Conn. Refrigeration Service, Inc., 3109 Beverly Blvd., Los Angeles, Calif.



NOW MINNEAPOLIS GOES ELECTROLUX

Finest homes and apartments in this enterprising flour center pick silent, inexpensive gas refrigeration

## "The Gateway to the Northwest" swings open wide to ELECTROLUX

ON January 1, 1929, there were scarcely two dozen Electrolux refrigerators installed in Minneapolis—"Gateway to the Northwest." But on that date real sales activity began there, and within a year 700 of this city's finest homes and apartments boasted silent, inexpensive Electrolux refrigeration.

Today, the enthusiastic reception which Electrolux receives in Minneapolis has brought the sales total 'way into the thousands. Because

housewives were quick to discover the exclusive advantages of gas refrigeration. And builders and owners found that being able to say "Electrolux-equipped" of their buildings meant faster rentals.

And so history repeats itself. Because Minneapolis but follows the swing to gas refrigeration which began in New York City little more than two years ago. Now, from coast to coast, the choice is Electrolux. The largest apartment in the world specifies it for its 1,669 apartments. Another giant-size apartment installs it in every one of its 1200 kitchens. And everywhere—in small city and large—the demand is for the only automatic refrigerator that offers absolute silence, economy of operation, and dependability.

Your community offers a rich market for Electrolux. Don't fail to take advantage of it! Because Electrolux is the choice of the hour . . . and of the year. A few desirable franchises are still available. For information write, wire or telephone Electrolux Refrigerator Sales, Inc., Evansville, Ind.

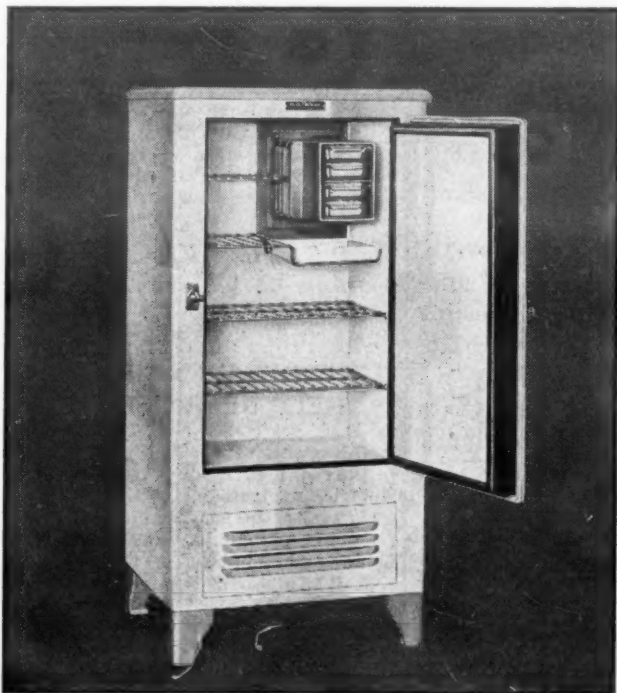
## ELECTROLUX

THE *Gas* REFRIGERATOR

A tiny gas flame takes the



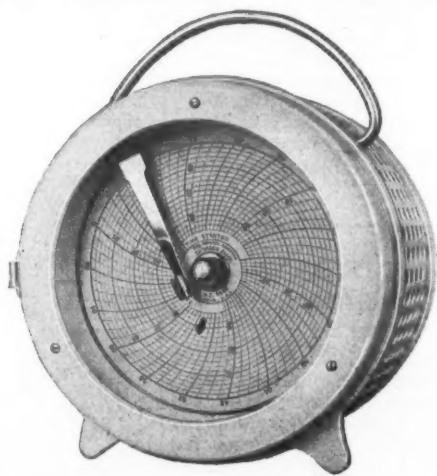
place of all moving parts



The popular Kitchenette Model Electrolux

## A Convincing Talker...

### on Cooling Chamber Temperatures



TO handle customer complaints is a matter which sometimes requires considerable diplomacy. When it is a question of temperature in the cooling chamber there is nothing more satisfactory to all parties concerned than a continuous automatic temperature record furnished by Bristol's Recording Thermometers.

Especially developed for this work is the Bristol's Handy Recording Thermometer . . . easily portable so that it can be placed in the unit to give an unbiased decision of "How Cold is that Cooling Chamber?"

The 4-inch diameter chart makes one complete revolution in 72 hours or exactly 3 days, which is sufficient time to give a fair criterion of existing conditions, entirely uninfluenced by outside sources.

This Handy Recording Thermometer has all the construction features necessary for cooling chamber installation, including specially developed range with chart temperatures from 30 to 70° F. or—20 to 80° F. Instruments thus calibrated are carried in stock for prompt delivery.

Ask for Bulletin No. 377 giving details and price.

**THE BRISTOL COMPANY**  
Waterbury, Connecticut

Branch Offices:  
Boston Pittsburgh Akron St. Louis New York Birmingham  
Detroit San Francisco Philadelphia Chicago Denver Los Angeles



# ELECTRIC REFRIGERATION NEWS

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## Right Down the Line

AS pointed out in these columns a month ago, both the electric refrigeration industry and the ice industry have suffered much at the hands of over zealous "friends." These under cover agents saw in the inevitable rivalry between the two methods of refrigeration an opportunity to indulge in backstairs gossip, which in the long run did nobody any good. Both industries have been harboring these offenders against the decencies of business competition.

Now comes the news that a joint committee made up of representative men of the two industries is at work on the job of eliminating these unpleasant practices. The first report of the committee, which is printed elsewhere in this issue of the News, states that the committee was appointed "in the hope of eliminating undesirable advertising and publicity matter." That is really putting the case mildly, for the most objectionable matter has not reached the level of sponsored advertising or publicity. Some of it has been paid for out of advertising funds that should have been devoted to more worthy causes, but most of it has seemingly sprung from nowhere, with no one willing to acknowledge its authorship.

There is evidence in the joint committee's report that it is well aware of the true state of affairs and is going to make every effort to get to the bottom of things and eradicate the anonymous material that has been so disagreeably in evidence in the last year or two. But no matter how hard the committee works, its accomplishments will be set at naught unless it has the support of every man in both industries. It will do no good to make agreements and rulings unless they are lived up to by the men all the way down the line. The absence of printed advertising of an unfair character will mean little, if the men who are in daily contact with the public, allow themselves to say things which they know in their hearts should not be said. The spoken word is as powerful as ever, and far harder to regulate than the printed message.

The appointment of this joint committee is a forward step that deserves the fullest support. Its personnel is a guaranty that it will work faithfully and intelligently toward the accomplishment of the end for which it was appointed. There should be no question of its success, but that success depends upon the enthusiastic support of the industries concerned.

The able publications in the ice industry doubtless will urge their readers to back up the committee in its difficult task. ELECTRIC REFRIGERATION NEWS will use all of the influence that it possesses to put the electric refrigeration industry squarely behind the committee in its work for that progress which comes only to those who play the game fairly.

## A Flying Start

EVERY issue of ELECTRIC REFRIGERATION NEWS this year has contained one or more articles telling of sales records that surpassed those of 1929. Right from the start, the industry has gone ahead, and capitalizing on the unquestioned and widespread popularity of its product, has made 1930 a record breaker despite the high peaks attained in 1929.

Few industries are so fortunate. In this year of grace the business that keeps within a respectable distance of last year's figures considers that it is doing as well as can be expected and is thankful that things are no worse. The breaking of sales records belongs to the dim and distant past.

What will this mean when general business starts upward once more as it is sure to do? With its sales machinery in full working order and the men keyed up by the knowledge that they have been advancing when others have been standing still or even falling back, the electric refrigeration industry should continue its forward course with giant strides. When the public starts buying again, thousands of householders who are already thoroughly sold on electric refrigeration, but who at present lack the necessary funds, will be in the market once more.

Capturing these newly released funds will not be easy, for the competition with other industries will be keen. Salesmen of other products will have the incentive of the long lean months to spur them on. But if this industry is worth its salt, it will take full advantage of its flying start, and will keep right on in the forefront of the nation's coming advance.

## The Snowman Invades Brussels



COPELAND's sales in Belgium are on the rise, according to H. M. Robins Company, export department of Copeland Products, Inc. The showroom of Etablissements F. Ver Elst, of Brussels, Belgium, Copeland distributors for that country, pictured on this page, indicates that much effort is being expended to

make the Belgium populace refrigeration minded. For many years this firm has specialized in refrigerating equipment for packing houses, meat markets, hotels and restaurants. In 1927 it was decided to add a line of American refrigerating equipment particularly suitable for the smaller commercial installa-

tions. The announcement attracted many manufacturers, and negotiations continued for almost two years before Copeland was finally selected.

Within one year Etablissements F. Ver Elst has established Copeland dealers in every important trade center in the Belgian field.

## ROUND-TABLE TALKS ARE POPULAR IN CLEVELAND

Cleveland, Ohio—Under the sponsorship of the Electrical League of Cleveland, distributors, sales managers and supervisors representing Universal, Norge, Westinghouse, Kelvinator, General Electric and Frigidaire held a get-together meeting Friday, July 18, at the League rooms in the Statler Hotel. J. E. North, president of the Electrical League, presided.

Five talks on various topics of mutual interest to the refrigeration group present comprised the program. The speakers were:

J. E. North, who explained "the League's interest in the refrigeration industry and each man employed therein."

R. D. Russell, sales manager for W. F. Gray, Cleveland Frigidaire distributor, who spoke on "negative selling, or how to convince the prospect that mechanical refrigeration is unsafe and unsatisfactory." His argument was that many sales are lost by knocking competitor's merchandise.

L. I. King, sales manager for F. H. Cushman, General Electric distributor, discussed the evils of courtesy discounts, which he termed "the most successful way to wreck a business in the shortest period of time."

R. O. Brannan, Westinghouse distributor, who talked about the losses resulting from the purchase or trade-in arrangement of worthless ice boxes. His subject was, "You don't need a hat rack horse and a rickety wagon to engage in the junk business."

H. E. Markland, Kelvinator distributor, who spoke on the subject, "The technique of employing unsuccessful salesmen." He stressed the advantage of acquaintance with and confidence in other men in the industry when it seems advisable to telephone former employers of a refrigeration salesman.

Messrs. Gray and Cushman, G. E. Miller, sales manager of the Cleveland Electric Illuminating Co.; R. Smith, Universal distributor; L. Shilts, Norge representative, and G. N. Welsh, of the Starr Piano Co., were also present and registered considerable enthusiasm in an informal round-table discussion of the points raised in the talks.

The entire group accepted an invitation from R. D. Russell, of the Frigidaire organization, to attend a picnic supper at his lakeside home.

## BUILDERS' EXHIBIT WILL HELP REFRIGERATION

Shreveport, La.—The problem of obtaining prospects for the purchase of electric refrigeration will be aided materially by the establishment of a proposed permanent builders' exhibit which is now contemplated in Shreveport.

J. P. Annan, prominent architect and formerly executive secretary of the Shreveport Chapter of Associated General Contractors of America, is negotiating for the establishment of the exhibit and has obtained a location at a downtown point.

While primarily devoted to exhibiting

building materials and equipment used in construction work, attention also will be given to furnishings, which would include electric refrigeration. Various building supply dealers will be represented. Not only will the sale of building equipment and materials be fostered, but the exhibit will be a means for persons contemplating home-building to select the materials and equipment they desire to use in construction. This will expedite the work of architects, who ordinarily spend much of their time in acquainting prospective builders with the varieties of materials.

The method by which electric refrigeration dealers will be aided will be through directors at the exhibit, who will ascertain what equipment and paraphernalia the prospect may be interested in, and will immediately notify dealers in these products. The exhibit will serve as a clearing house for commercial information.

## Refrigerator Qualifies in Housewives' Big Six

Chicago, Ill.—One Chicago housewife, at least, has gone on record as believing that the electric refrigerator is the most useful of all modern inventions to the housewife.

An "inquiring reporter" on the staff of the Chicago Daily Times recently asked six women the question: "What modern invention is the greatest boon to the housewife?"

Without exception the women interviewed named an electrical appliance. In addition to the electric refrigerator, those questioned chose the vacuum cleaner, the electric iron, the electric stove, the automatic dish washer, and the electric washing machine as the most valuable modern invention to them.

## U. S. COLLECTS DATA ON RADIO SALES

OF the 10,533 radio dealers reporting to the Electrical Equipment Division of the Bureau of Foreign and Domestic Commerce on their volume of business in 1929, 64.71 per cent reported an annual volume of less than \$7,000. This group accounted for but 12.02 per cent of all sales reported for 1929, the remaining 35.29 per cent of dealers representing 87.98 per cent of total sales.

Over half the dealers reporting, 56.03 per cent, indicated sales under \$5,000 in 1929, their aggregate sales representing 8.31 of total sales reported. That the majority of dealers reported such a small sales volume cannot be attributed wholly to the fact that only 19.6 per cent of those replying dealt in radios exclusively, as over one-fourth, 26.65 per cent, of these radio stores reporting had sales under \$5,000. These dealers' sales aggregated but 2.56 per cent of total sales reported by stores handling radios only.—Domestic Commerce.

## FOREIGN SHIPMENTS OF ELECTRIC REFRIGERATORS

May Shipments Reported by the Bureau of Foreign and Domestic Commerce

	Electric Household Refrigerators	Electric Commercial Refrigerators
	No. Val.	No. Val.
Austria	53 8,425	...
Belgium	485 70,102	17 3,594
Czechoslovakia	20 3,371	...
Denmark	184 27,909	34 11,568
Finland	14 1,631	1 138
France	81 11,731	95 16,691
Germany	185 27,439	8 5,385
Gibraltar	4 2,158	...
Greece	1 169	...
Hungary	4 604	...
Iceland	3 380	...
Italy	341 52,109	17 4,283
Netherlands	150 18,719	17 2,671
Norway	69 11,540	...
Portugal	25 5,521	21 4,706
Rumania	39 5,575	...
Spain	90 21,907	9 2,132
Sweden	14 3,773	...
Switzerland	428 69,490	83 10,241
United Kingdom	1,071 150,034	366 38,184
Canada	1,848 217,285	695 135,899
Costa Rica	2 470	...
Guatemala	1 217	...
Panama	121 26,342	2 1,093
Salvador	5 1,285	...
Mexico	288 45,018	16 5,852
Bermudas	24 3,714	1 205
Barbados	7 1,361	...
Jamaica	1 815	...
Cuba	288 50,611	40 6,199
Dominican Republic	9 2,178	...
Netherlands West Indies	12 2,107	1 599
Argentina	171 17,503	...
Brazil	153 16,496	42 9,646
Chile	6 983	...
Colombia	3 856	...
Ecuador	18 3,166	5 665
Peru	4 877	...
Venezuela	41 6,673	2 725
Aden	2 295	...
Arabia	3 443	...
British India	129 11,548	3 1,718
British Malaya	90 17,449	4 485
Ceylon	31 5,228	...
China	160 28,078	2 1,254
Java and Madura	8 1,184	1 262
Other Netherlands East Indies	6 1,872	...
Hong Kong	1 239	3 850
Japan	170 36,313	48 13,667
Philippine Islands	60 8,926	...
Syria	1 618	...
Turkey	4 469	...
Australia	298 37,310	14 2,215
New Zealand	11 2,631	44 6,783
British East Africa	27 4,406	...
Union of South Africa	145 24,239	27 10,150
Gold Coast	1 148	...
Nigeria	18 3,284	...
Egypt	17 2,794	...
Algeria and Tunisia	53 7,544	...
Morocco	32 4,677	9 1,479
Canary Islands	4 720	...
Total	7,484 \$1,090,048	1,627 \$299,837
Shipments to Hawaii	209 \$ 20,837	7 \$ 1,981
Porto Rico	60 \$ 10,056	8 \$ 2,542



## REX COLE MEN FETE NEW DEALER IN CONNECTICUT

Bridgeport, Conn.—Allen Bros., Inc., Fairfield Avenue and Broad Street, has been appointed dealer for General Electric refrigerators in Bridgeport and environs by Rex Cole, Inc., New York. The local branch office of Rex Cole, Inc., located in the Bridgeport-City Trust Co. Building, has been discontinued and practically all of the branch staff transferred to Allen Bros.

H. G. Feydt, former sales manager for Cole in the Bridgeport territory, becomes general manager for the refrigeration division of Allen Bros., according to announcement by Everett W. Allen. A sales crew of 20 men is retained. The territory includes Bridgeport, Fairfield, Stratford, Trumbull, Easton, Long Hill and Shelton. Allen Bros. formerly handled Electrolux.

A banquet, attended by 35, was given at the Stratfield Hotel August 6 by the Cole distributing firm. Mr. Feydt acted as toastmaster. Representatives of the New York concern were speakers. L. K. Almy, the first speaker, discussed "Apartment House Refrigeration." He was followed by W. F. Doorfinger, Jr., of the Rex Cole commercial department, who outlined "Commercial Refrigeration," stressing the advantages of electric water coolers.

E. H. Campbell, of the Cole sales department, took as his subject, "Sales Promotion and Advertising," and explained how Rex Cole business had increased 100 per cent in the past year. William F. Bishop, representing the retail sales department, stated that 4,278 electric refrigerators had been delivered by Rex Cole last month. This, he stated, established a new record. A. L. Hart, Long Island dealer, spoke on "Salesmanship."

Paul H. Hichborn, New York representative of Rex Cole, Inc., told the Bridgeport men of "Sales Problems of General Electric Salesmen and the Best Means of Overcoming Resistance." The final speaker, Morris E. Pipkin, of New York, extended the welcome of Rex Cole, Inc., to Everett Allen, director of Allen Bros.

Those attending the banquet, in addition to the speakers, were: David A. Berg, William A. Spain, Philip Bishop, F. P. Alexander, R. R. Mertens, R. W. Smith, H. I. Yates, Charles R. Perry, Fred M. Smith, Earl W. Walter, Ralph H. Schaalsman, H. H. Behrens, William H. Marshall, Thomas F. McGovern, G. H. McCann, J. A. Bulmer, Louis Kutscher, Jr., David Tischler, Robert H. Stainers, A. C. Smith, Ralph G. Hurd, the Misses Peggy Cullen, Emma M. O'Donnell, and Dorothy Hagadorn, Mrs. R. H. Staines, and Mrs. Philip Allen.

## DEALER FINDS SUMMER CAMP MARKET PROFITABLE

Asheville, N. C.—Two sales instead of one for the electric refrigerator dealer are suggested by a plan worked out and employed successfully the last two seasons by Laban Sarafian, manager of the Electrolux.

A customer to whom Mr. Sarafian had sold an electric refrigerator was regretting that he would have to leave it at home when he took his family to his mountain camp in August. His camp was miles from the nearest electrical lines and just as far from the nearest ice delivery route, and he was wondering whether they would enjoy the camp as much as they had in previous summers before they had become accustomed to electric refrigeration.

An inspiration came to Mr. Sarafian. Why not sell him a Crosley refrigerator for his camp? He showed his customer one of the oil machines and how it was operated, and had made the sale before he started for camp.

When he returned in the fall, he came into the store full of enthusiasm over his purchase. It was not quite so convenient to use it, he said, but aside from this it did everything that his electric did and enabled his family to enjoy refrigerated foods while in the mountains.

But before Mr. Sarafian had closed this sale, it occurred to him that there were many other people in Asheville who would find it a hardship to do without electric refrigeration while spending the summer at their mountain camps.

Accordingly, he compiled a list of people who had bought electric refrigerators from him and who owned moun-

tain camps. They were accustomed to spending all or part of the summer with their families at their summer homes, and suggested another refrigerator. Several were sold during the summer.

The ground was broken, and with the coming of the vacation period last year he set out to sell the second refrigerator in earnest. Numbers, he found, had already learned that other campers in the mountains were enjoying modern refrigeration, and were themselves interested. The end of the summer saw the sales exceed those for the previous year, and this summer the work of carrying up-to-the-minute refrigeration to the mountains is being carried on on a bigger scale.

Last summer Mr. Sarafian worked up a list of several hundred people of Asheville and other western North Carolina towns who own mountain camps, and letters suggesting the camp refrigerator, with advertising matter enclosed, were sent to them. This brought quite a number into the store for further information and made several sales.

The mountains around Asheville are a great place for summer hotels, summer schools, boys' and girls' camps, and the like. Many of these have their own lighting plants and provide a market for electric refrigerators, while those that are without electrical service are in the market for the oil burners if they can afford them.

## LIPMAN IS HEADLINER AT KANSAS MOVIE HOUSE

Kansas City, Mo.—The General Refrigeration Co. has just completed the installation of a Lipman air conditioning and cooling system in the Dreamland Theater, Herington, Kansas.

This system will be used to keep the air clean and pure and at comfortable temperature both winter and summer. A tank containing 5,000 gallons of water is cooled by 2,500 feet of ammonia coils. Through this cooled water, air which is brought through the ceiling by a system of ducts, is drawn and washed at the rate of 15,000 cubic feet per minute. Old air is disposed of through mushrooms on the floor and grills in the front of the stage.

Temperature is automatically controlled by a thermostat. The installation was completed in 34 working days.

During the long dry spell the system was taxed to capacity and the cool, refreshing breezes in the theatre were quite welcome to the heat-stricken populace of Kansas. Temperatures near the hundred mark boosted the theatre business.

Only a short time ago a Lipman air conditioner and cooling system was installed by this company in its Kansas City sales office.

**EXTRA DRY ESOTOC**

**THE PUREST**

**SULPHUR DIOXIDE**

*Analysis: Guaranteed.*

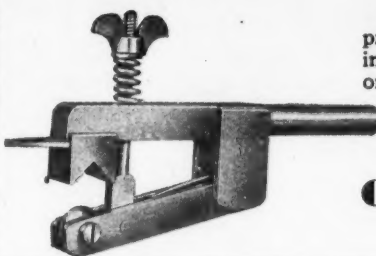
WE HAVE AN AGENT, WITH OUR PRODUCT IN STOCK, NEAR YOU - WRITE US WHERE WE CAN SERVE YOU

**VIRGINIA SMELTING CO.** West Norfolk Va.

P. O. BOX 115, Sec. - 131 State St. BOSTON - 2 Hester St. NEW YORK

## COPPER TUBE CUTTERS

**New - Better - Faster**



This Copper Tube Cutter, with automatic pressure feed spring, is in a class by itself. Tubing is cut quickly and cleanly, without flattening or threading tube.

MANUFACTURED BY

**C. M. SMILLIE & CO.**

520 E. LARNED STREET, DETROIT

# 3 FACTS

## THAT CLOSE COMMERCIAL DEALS

- 1 Provable operating economies.** One of the chief arguments in favor of electric refrigeration is the cash savings it insures. Servel machines deliver more refrigeration from a given amount of electric current than any machine on the market today. This statement has been proved in thousands of commercial installations. It's a point that carries the greatest possible weight with merchants and other business men.
- 2 Fewer service calls.** The sturdy, massive construction of Servel commercial machines is vitally important. These are not domestic units adapted for other purposes—but big, powerful machines built to stand up under the hardest kind of use without frequent repairs, replacement of parts or service expense. Fewer service calls mean greater satisfaction for your customers and larger net profits for you.
- 3 The right unit for each job.** The Servel Commercial Series is the most complete on the market—ranging in freezing capacities from 75 to 1200 pounds ice melting equivalent. No prospect is forced to accept a machine that is either too large or too small. It's easy to meet the requirements of each customer—precisely.

With these three powerful selling points Servel dealers have an undeniable advantage in selling the great commercial market with its almost unlimited profit possibilities.

The beautiful Servel Domestic Series adds another succession of sales and profits. Write and learn whether the Servel franchise in your territory is still available.

*This big and profitable market for Servel Commercial Refrigeration*

Meat Markets  
Grocery Stores  
Hotels  
Restaurants  
Cafeterias  
Ice Cream Dealers  
Dairies  
Bakeries  
Drug Stores  
Hospitals  
Florists  
Confectioners

## BUHRING WATER PURIFIERS

have been sold since 1891. During these 39 years they have been imitated in appearance, but never equalled in quality and performance.

**GUARANTEED** to remove taste, color and odor

For Information Write  
**BUHRING WATER PURIFYING CO.**

40 Murray St., New York City  
REPRESENTATIVES: Allen-Buhring Water Purifying Service, Chicago, Ill.; Boston Filter Co., Boston, Mass.

SERVEL SALES INC.  
EVANSVILLE, INDIANA

# SERVEL



## Strategically Located Stores Provide Effective Coverage



The North Side Buys G. E. Refrigerators Here

### SOUTHERN COMPANY TO DISTRIBUTE NORGES

**Detroit, Mich.**—Norge Corporation announces the appointment of the Charleston Electrical Supply Company as distributors of the new Norge electric refrigerator in West Virginia and parts of Virginia and Kentucky.

Since its organization thirty years ago this company has taken a leading place in the distribution of electrical merchandise and equipment throughout this section.

The personnel of the company is seventy strong, with C. B. Beck, president and treasurer; A. F. Beck, vice-president and general manager, and J. F. Morgan, secretary and sales manager.

### MORRIS WITH ATLANTA G. E. DISTRIBUTOR

**Atlanta, Ga.**—L. W. Morris, sales manager for the Kelvinator-Georgia company, has resigned to accept a position with W. D. Alexander company, distributors of General Electric refrigerators.



The Big Commercial Store is in the Heart of the Business

### James & Co., Inc., Reduces Number

**St. Louis, Mo.**—Elimination of the discount racket, combined with fewer sales outlets, have been responsible for an increase of 100 per cent so far this year in the business of James & Co., Inc., distributor of General Electric refrigerators in this city. At any rate, W. L. Burton, of that concern, thinks so, and he expounds his reasons most convincingly in the following words:

"In this day of intensified selling activity we are inclined to believe that manufacturers and distributors quite often place too much stress upon the number of selling outlets, and give by far too little consideration to the quality and business possibilities of the outlets they have.

"In this connection it has been interesting to note during 1928 and 1929 the mad scramble for dealer outlets made by the radio industry. The butcher, the baker, the candlestick maker over night

blossomed out into full-fledged radio dealers. And it is possibly just as interesting to witness in 1930 the radio distributors reducing materially their number of outlets in their attempt to offer worth while possibilities to legitimate dealers.

"While this trend for greater representation has been going on, we have found it advisable in St. Louis to reduce our sales outlets from 24 to 6 in order that each store might have sales possibilities consistent with the expense incurred in specializing in refrigeration sales.

"A thorough survey of St. Louis proved definitely that it could be divided into five sections, each section having its own business center and each a distinct class of people.

"The accompanying pictures show our stores located in these five sections, also our commercial store located in the very

## Profits instead of Promises with WILLIAMS ICE-O-MATIC

**YOU** know some refrigeration dealers are making money selling refrigeration—but not when they have to fight price-cutting on their merchandise by neighboring dealers and forced overstocking by the factory. You know more money can be made in this rapidly growing market—but not when "free" service eats up profits.

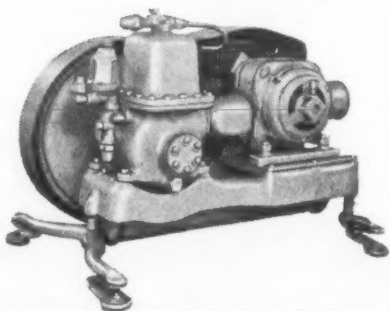
Get the facts on the exclusive direct-with-the-factory franchise on Williams Ice-O-Matic. Learn in how many ways Williams Ice-O-Matic sales license helps you sell—protects your profits against merciless competition and advance commitments for stock.

Send for a sample machine. Let your own mechanical men tell you that the improved Williams line is accurately built of quality materials. Let them test refrigerating capacity and quietness. Let them convince themselves that Ice-O-Matic will deliver finest refrigeration to your cus-

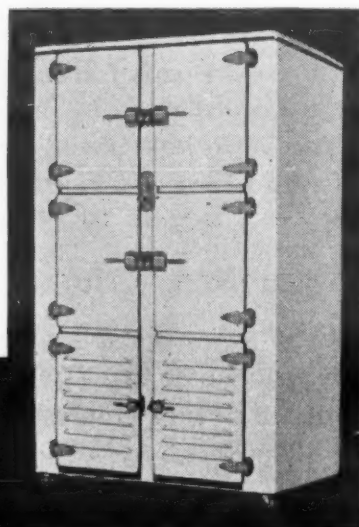
tomers without demanding attention from your service men.

Study the sales possibilities of this Ice-O-Matic Capitol now listing from \$175 and up and supplemented with deluxe Ice-O-Matic Crysteel cabinets. Figure the profit from sales and the added profit from the installation of Ice-O-Matic commercial units, too.

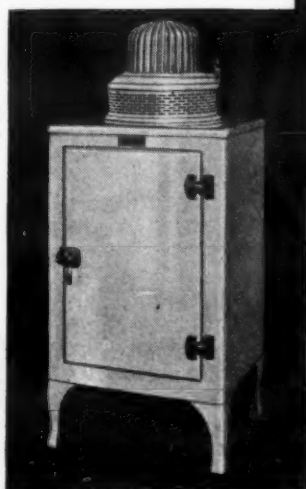
No man's judgment can be better than his information. Write or wire today for complete information on the improved Williams Ice-O-Matic line, the new full-discount franchise and facts on the actual earnings of far-sighted dealers who are now selling Ice-O-Matic.



Improved Ice-O-Matic Model A compressor. Low speed, long life.



Above—Deluxe Ice-O-Matic P-11, Crysteel porcelain inside and out. Large Model A unit.



Left—Listing at \$175, F. O. B. Factory, this Ice-O-Matic Capitol is a profitable seller.

Ice-O-Matic Division  
WILLIAMS OIL-O-MATIC  
HEATING CORPORATION  
Bloomington, Illinois

WILLIAMS  
**ICE-O-MATIC**  
REFRIGERATION

### Sales Booming on Gulf Coast

**Gulfport, Miss.**—Indications are that the Mississippi Power Company, now conducting a month's sales campaign on General Electric refrigerators, will far exceed its established quota.

Five districts—Gulfport, Hattiesburg, Laurel, Meridian and Columbus—are engaged in the campaign, with quotas being established for each district and each sales outlet in the districts. The quota for the campaign, starting July 23 and ending August 23, is 152 General Electric refrigerators.

F. M. Turner, merchandising manager for the power company, with Paul H. Dow, of the merchandising division, electric refrigeration department, General Electric Company, and others, addressed company employees in each of the districts on the campaign's opening. A. G. Riddick, General Electric distributor at Jackson, Miss., also co-operated in staging the campaign.

Mr. Turner's company expects to have added 1,000 refrigerators to its lines by September 15. In all, the company has placed about 3,000 refrigerators. In its spring campaign this year, the power company sold 648 refrigerators, which was within 200 of the number sold during all of last year.

By the end of the third day of the present campaign, one hundred General Electrics had been sold. All white employees are engaged in the campaign and

reports so far show that many not in the regular sales department are establishing good sales records. One lineman, Joseph Stringfeller, had sold three refrigerators by the end of the second day, while a cashier in the Gulfport office sold six refrigerators on the opening day.

Mr. Turner looks upon the 1,000 refrigerators which he expects to add this year by the middle of September as being equal to 900,000 kilowatt hours additional load, or equal to an added net revenue of from \$34,000 to \$36,000.

Newspaper advertising, direct mail, window displays and other promotional activities are aiding in the drive. During the campaign six thousand prospects will receive a total of four direct mail pieces each. The promotional appropriation for the campaign totals \$5,000.

Prizes are being offered for early sales and for the biggest number of sales in the various districts. The district manager selling the biggest percentage over quota will be given an award, as will line foremen showing the best results.

The company looks upon the refrigerator campaign as an excellent load-building activity. So far it has a saturation of 11½ per cent of its domestic meters. In this campaign, however, commercial models also are included.



The County Store of James & Co.



## in St. Louis for General Electric Refrigeration Distributor



District, Where it is Easily Accessible to Prospects



The G. E. Headquarters on the West Side

### of Dealer Outlets and Increase Sales

center of the city on one of the busiest thoroughfares. Each of these stores is under the care of a store manager, who is likewise sales manager for the salesmen in his district. A yearly quota based on sales possibilities in each district is given the store managers.

"There were two factors which we believe necessitated our becoming both wholesalers and retailers in the city of St. Louis. First, our inability to get independent dealers to thoroughly cover any given territory. Secondly, our desire to eliminate discounts and allowances.

"Discounts and allowances are undoubtedly one of the greatest evils confronting the retail seller today. One sale taken from a good salesman through the discount method will, generally speaking, demoralize that salesman for 30 to 60 days.

"With every retail sale of a General

Electric refrigerator in St. Louis clearing through one central office, we have found it possible to eliminate all price differences. It was, of course, necessary to begin house-cleaning at home, and in order to fully protect our salesmen against discounts, each member of this organization, from the president down, agreed to allow no discounts to either friends or relatives.

"Real estate and manufacturing companies are, of course, allowed discounts on quantity purchases. Manufacturing companies, however, must confine their purchases to plant equipment, and in no case are they permitted to buy for their employees.

"We are firmly of the opinion that the limiting of retail outlets and the elimination of discounts are largely responsible for an increase of over 100% in our business so far this year. We are well satisfied with our new policy."

### Cashing in on Theatre Display

Indianapolis, Ind.—With a record list of some 12,000 Electrolux prospects, gathered from a prize contest arranged in the Capitol City through co-operation with a local theatre, the entire sales organization of the Jolly Refrigeration Sales, Inc., is busily engaged in converting these prospects into owners.

To obtain the prospects, an EL-7 was placed on display at the Fountain Square Theatre, one of Indianapolis' most popular talkie houses. Each paid admission entitled playgoers to a free chance on the Electrolux displayed in the lobby. Cards deposited in the box gave complete names and addresses from which was drawn the lucky number. All patrons were allowed one or more chances, depending on the number of visits to the theatre.

Considerable publicity was given the prize offer and later the award. After the winner had been announced, the names were distributed and letters sent out paving the way for a personal call by salesmen. Each salesman was then given ten names in his territory each day and asked to make a thorough report. This plan was later checked up by telephone.

E. L. Jolly, vice-president, was assisted in organizing the follow-up by H. L. Stearns, district manager, and Allan Ballentine, sales promotion representa-

tive. "Many refrigerators have already been sold," says Mr. Stearns, "not to mention the hundreds of splendid prospects. The contest has also been the means of interesting several salesmen to join the Jolly sales organization."

### HOUSTON ZEROZONE HEAD APPOINTED

Houston, Tex.—I. W. Bartholomew, well known among business men of this city, has been appointed head of the Zerozone-Houston Company, organized here for the sale and distribution of Zerozone refrigerators. Mr. Bartholomew has had some experience in the electric refrigeration field.

Headquarters of the firm are at 34 San Jacinto Street, where a complete line of these units will be displayed. A selling organization is now being drafted, with wholesale and retail divisions, and an aggressive sales campaign will be inaugurated as soon as the organization is completed.

### INSTITUTIONAL SALES

Louisville, Ky.—Tafel-Williams, distributors for the Westinghouse electric refrigerator, have installed refrigerators in the Jefferson County Poor House and in the Children's Fresh Air Home.

### TRIO OF UTILITIES PUSHING SALES

Kansas City, Mo.—The electric refrigeration departments of the Kansas Power & Light Company, Topeka, George Rose, manager; the St. Joseph, Mo., Railway, Heat, Light & Power Com-

pany, H. C. Porter, manager, and the Missouri Public Service Company of Warrensburg, J. H. Dunlap, manager, are all conducting sales campaigns which will last six weeks.

The three companies have a total of sixty men in the field, covering upwards of 140 towns and cities in the two states.

### SPECIAL CABINET FOR SERUMS

Louisville, Ky.—The Jones Pharmacy, a prescription drug store in Louisville, uses a special General Electric refrigerator equipped with 24 drawers for keeping serums and biological remedies.

## TINNED COPPER

# Offers marked advantages

For ice-trays, grids, containers, linings for compartments of large commercial units and cans for storing ice cream, Tinned Copper offers the following advantages:

1. It is sanitary, easy to keep clean.
2. It does not impart taste to food of any kind.
3. It stands up under everyday service.
4. It is highly resistant to alkaline water.
5. Its high heat conductivity speeds up freezing.
6. It is easy to fabricate and reasonable in cost.

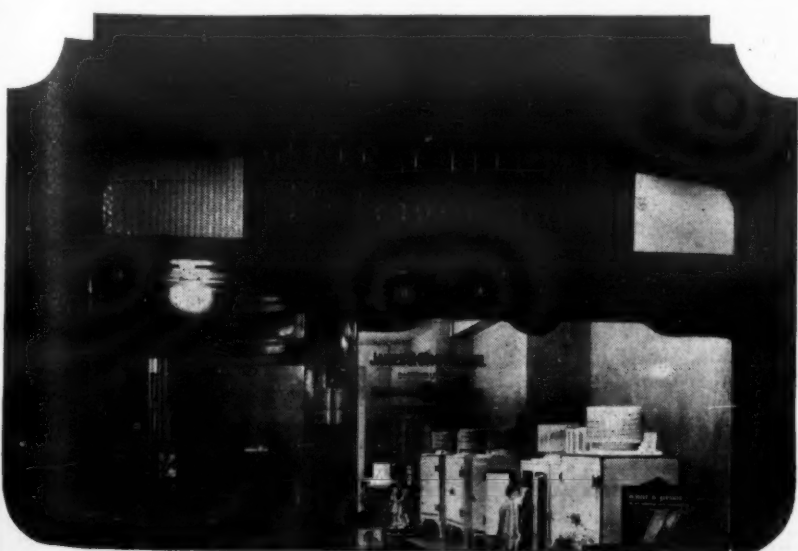
The American Brass Company is prepared to supply copper sheets polished, tinned or nickel plated. Chromium plated sheets can also be furnished.

Other Anaconda products for the electric refrigeration industry include Everdur, a high strength, corrosion-resisting alloy for valves

and fittings in contact with acid refrigerants; Brass, Tobin Bronze and Everdur die pressed parts (and forgings); Ambrac, a non-corrosive white metal for screws, bolts, racks, and metal trim.

Detailed information gladly sent on request. The American Brass Company, General Offices: Waterbury, Conn.

## ANACONDA COPPER



On the South Side of St. Louis



## DEPENDABLE FORGED BRASS FITTINGS

*for Automatic Refrigeration*

**BUILT  
RIGHT  
TO STAY  
TIGHT**

**M**ORE than 18 years actual experience with Commonwealth Brass Fittings has proven their absolute dependability. Leaders in the industry have proven, to their own satisfaction, that Commonwealth Fittings are . . .

**SEEPAGE PROOF  
ACCURATELY MACHINED  
UNIFORM QUALITY  
CAREFULLY PACKED**

Every combination of pipe and tube ends required for the industry is available. Our Catalog No. 36 is a complete fittings guide . . . a copy will be sent you on request.

**COMMONWEALTH  
BRASS  
CORPORATION**

COMMONWEALTH  
AT G. T. R. R.

**DETROIT**

## Time Out for Tea



### LANE CLOSES ANOTHER IN SEATTLE

**Seattle, Wash.**—The new apartment house at First and Harrison Streets, being erected for the View Investment Company, Seattle, is going Copeland. The 29 suites will be equipped with the Copeland.

D. A. Lane, sales manager of Harper-Meggee, Inc., Fifth Ave., Seattle, distributor for Copeland, announced that his company had recently secured the contract for the installation of a Copeland multiple system refrigeration in the building.

### KELVINATOR BACK WITH BROOKE, SMITH & FRENCH

**Detroit, Mich.**—H. W. Burritt, vice-president in charge of sales of Kelvinator Corporation, announces the appointment of Brooke, Smith & French, Inc., as advertising and merchandising counsel.

This announcement marks the return of the Kelvinator account to the agency which handled the Kelvinator advertising from 1924 to 1927, during the first period of great expansion in the electric refrigeration industry.

**Bombay, India.**—The British tea drinking custom is very popular here. Progressive stores take time out each afternoon to serve tea to their customers.

The International General Electric Company's store here is a popular place at the tea hour. With tables and chairs throughout the spacious display rooms, many guests drop in for tea and linger to inspect the complete line of refrigerators on display. In the setting pictured above a number of customers are enjoying their mid-afternoon tea.

### BRISTOL DEALER SETS FAST PACE

**Bristol, Vt.**—It is not much of a task for a big distributor to sell and install eleven Kelvinators inside of a week. When this is done by a dealer in a city of the size of Bristol, it is another story.

This feat was accomplished by the Jacobs Electric Store, headed by C. E. Jacobs. The eleven Kelvinators were delivered the afternoon of their arrival at Bristol to the following purchasers:

Mrs. Grace Bosworth, C. H. Varney, Fred Varney, L. C. Bain, C. L. McGee, Miss Stella Clerkin, Bernard Bosworth, Ernest Guindon, N. C. Bosworth, all of Bristol; Ernest Eddy, of Starksboro, and A. B. Ross, of New Haven.

### STERLING RADIO READY FOR MAJESTIC UNIT

**Kansas City, Mo.**—The Sterling Radio Company, Majestic refrigerator distributors in this territory, recently conducted a series of sales meetings at Wichita, Kan., Dodge City, Kan., Chillicothe, Mo., and Joplin, Mo. More than 500 dealers were in attendance.

Interest in refrigeration is high and dealers are enthusiastic about prospects. A great number of dealers have already booked enough orders for the Majestic machines to keep them busy the rest of the year, according to L. C. Truesdell, advertising manager for Sterling. All dealers expect to handle refrigeration, and ninety-five per cent of Majestic radio dealers are going exclusively Majestic in order to be equipped and ready to handle the refrigerator when they appear.

### REFRIGERATION ENTERS HOLDUP GAME

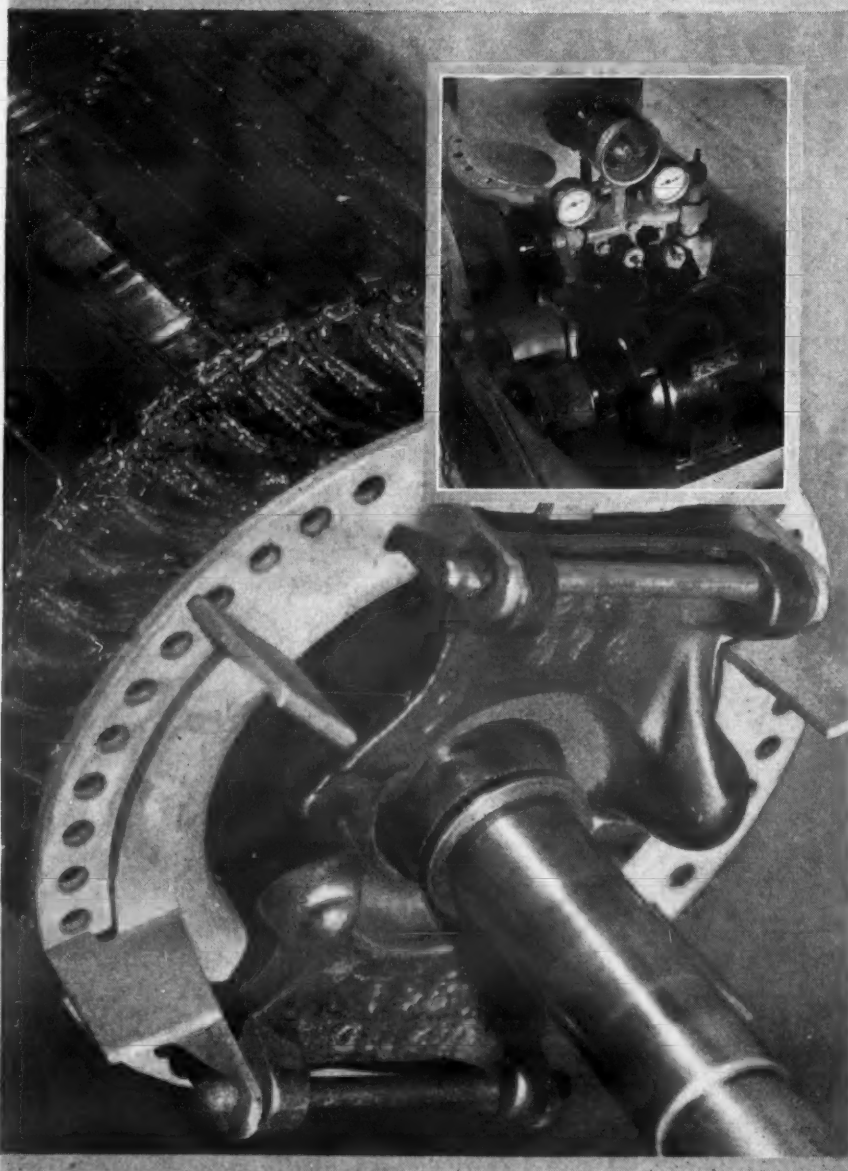
**Louisville, Ky.**—An interesting installation of Frigidaire cooling equipment has been recently placed in the factory of the J. V. Pilcher Manufacturing Company. This firm manufactures patent metal suspender buttons, and the plating metal must be held at a certain temperature in order to coat the buttons. Frigidaire water coolers are used to keep this plating liquid at the right temperature.

### VAN DYKE GETS COPELAND FRANCHISE FOR IOWA

**Des Moines, Iowa.**—The Van Dyke Plumbing and Heating Company of this city has taken over the Iowa distributing franchise for the Copeland line, according to E. I. Van Dyke, president. Office, display and sales rooms will be maintained at 924 6th Ave., Des Moines.

## Small Motors Heavy Duty

The small motor now must give long life of efficient trouble-free service even when working continuously. Wagner Motors have met the modern requirements . . . Wagner Motors lead for quietness, efficiency, long-life bearings and compact, high-quality construction. Check your strictest motor requirements with the latest Wagner Motor developments.



**Wagner,  
Quality**

Wagner builds every commercial type of motor and can recommend without prejudice.

Literature on Request

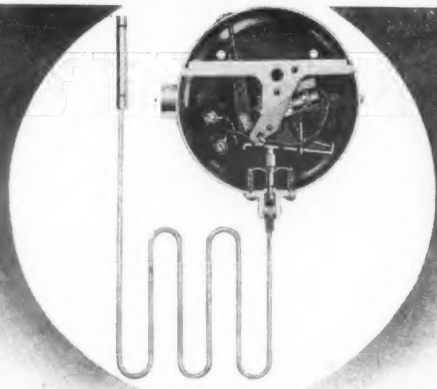
**WAGNER ELECTRIC CORPORATION**

6400 Plymouth Ave., St. Louis

Sales and Service in 25 Cities

PRODUCTS . . . FANS; DESK, WALL, CEILING TRANSFORMERS; POWER, DISTRIBUTION, INSTRUMENT MOTORS; SINGLE-PHASE, POLYPHASE, DIRECT CURRENT

## ANNOUNCING



### the new low-priced MERCROID CONTROL for refrigeration

The new Mercoid No. 858 Model LL-1 brings many new advantages at a very low price. It can be used for any refrigeration temperature control problem such as house boxes, water coolers, milk coolers, ice cream cabinets, florist boxes and general commercial work. It is furnished in ranges minus 10° to plus 25° and plus 10° to plus 50° with a differential as close as 1½° or as wide as 12°. Changing the cut-in point at high does not

change the cut-out point at low. The binding posts are inside the case—no outer box is needed. Adjustment is made from the outside and cannot be tampered with.

This is just one of a complete line of Mercoid temperature, pressure and vacuum controls, all of which operate with the well-known Mercoid switch—no exposed arc—no corrosion of contacts—and the control carries full line current, either 110 or 220 volts.

Write today for complete information on the new 858 and other controls including the Arco Solenoid Valve for water-cooled units

**AMERICAN RADIATOR COMPANY**

Accessories Division—Dept. MER-8

Division of 40 WEST 40th STREET, NEW YORK, N. Y.

**AMERICAN RADIATOR & STANDARD SANITARY CORPORATION**

## Absopure ELECTRIC FRIGERATOR

### 12 HOUSEHOLD MODELS

All porcelain and porcelain-lined. From 4.3 to 32 cu. feet capacity.

### COMPLETE COMMERCIAL LINE

For Meat Markets, Grocers, Florists, Apartment House Multiple.

**T**HE Absopure franchise is an asset whose value will increase as refrigeration comes into its own. Some territory is still open. For details—write or wire the factory.

### Absopure

Refrigeration Corporation

1560 Theodore Street  
DETROIT - MICHIGAN



## COPELAND APPEALS TO DETROIT THEATRE CROWDS

Detroit, Mich.—Sponsored by the Publix Theatres Corp., the Westark Radio stores, and the Copeland Refrigeration Co. of Detroit, \$10,000 in prizes were distributed to residents here in connection with a Domestic Science exhibit held in eight theatres for a period of two weeks recently. More than 300,000 patrons attended.

In the lobby of each of the theatres was placed a display of electric household appliances, including toasters, irons, mangles, washing machines and refrigerators. Dark blue velvet drapes, lettered in silver, provided the background.

Domestic science demonstrators, who explained the devices to anyone interested and who passed out recipe books to all, were in charge of each of the exhibits.

Each person who entered a Publix theatre during this period received a numbered ticket. After every performance drawings took place, and the lucky number possessor took home a toaster, waffle iron, electric iron, or hot plate.

One washing machine was given away at every theatre on the first Thursday night of the exhibit, while on the second Thursday night a Copeland electric refrigerator was given to the holder of the numbers drawn at each of the neighborhood theatres.

Miss Marjory Dorr lectured on cooking, with special emphasis on the help of electric refrigeration, from the stage of each theatre in rotation during the two weeks.

Eight theatres in the Detroit territory had well arranged exhibits designed to interest the housewife in the labor-saving qualities of electrical appliances. The theatres having exhibits were the Birmingham, Annex, Century, Tuxedo,

Royal Oak, Redford, Ramona and the Alhambra.

A week prior to the opening of the exhibits, the theatres displayed large cards in their lobbies, and also ran silent trailers on the screen. After each performance the manager made the announcement of the coming of this Domestic Science Exhibit. During the two weeks of the exhibit, trailers were run giving further details of the exhibit, and the manager also announced after each performance the fact that the coupons were not only good for that day's prize but also for the semi-grand prize and also the grand prize. The local newspapers and the radio were also used to announce the two weeks' festivities.

## PACIFIC COAST MEN SEE NEW FRIGIDAIRE

Portland, Ore.—A sales conference held here recently was attended by 80 Frigidaire representatives. J. L. Conover, Pacific Coast manager of branches, presided, and was assisted by R. E. Drake, branch manager at Portland. The meeting was held in the Frigidaire offices and salesrooms at 350 E. Burnside St., Portland, and was an all-day session. During the discussions many of the new products of Frigidaire were displayed.

## LOUISVILLE CLUBS ARE FALLING IN LINE

Louisville, Ky.—Frigidaire equipment has recently been installed in three prominent Louisville clubs. The Greenfield Country Club at Prospect has an O compressor with an 18 F coil. The River Valley Club on the Upper River Road has an A P 60 Frigidaire with a two hundred pound bulk ice maker, while the equipment at the Wynn-Stay Club, 238 West Walnut Street, includes an A P 35 Frigidaire with a twenty-pound cube ice maker.

## KELVINATOR SETUP AT CINCINNATI IS CHANGED

Cincinnati, Ohio.—The Williamson Heater Co., 335 W. Fifth Street, has taken over the distribution of Kelvinator for the Cincinnati territory. I. H. Goodman, who has been general manager of Kelvinator-Cincinnati, remains with the new organization. Lee Stratton, manager of the Williamson Heater Company, is with the refrigeration organization. The change does not affect either organization beyond the change in ownership. The Kelvinator personnel will continue. The franchise involves 18 counties which have been turned over to the new organization.

## TO SELL MAJESTIC IN DAYTON

Dayton, Ohio.—Jim Kelly, Inc., widely known sporting goods house, has taken over the local agency for the Majestic refrigerator. With a complete store and display room at 7 East Second Street, Mr. Kelly has formed a large sales force. For some time he has distributed the Majestic radio, being one of the largest outlets for radios in the country. His organization has consistently sold more Majestic radios than any other dealer in Ohio.

John L. Weigand, Dayton business man, will be associated with Mr. Kelly in the operation of the new Dayton Majestic Refrigerator Company.

## ELECTROLUX SALES WAY AHEAD IN SPRINGFIELD

Springfield, Mass.—Electrolux refrigerator sales in this territory have run 170 per cent ahead of last year, according to the Springfield Gas Light Co., local representative.

# STARR FREEZE

## Electric Refrigerators

# NEW

... MODELS  
... FEATURES  
... PRICES

WL 5  
Husky Model  
5.1 foot Capacity  
Single Door  
**\$135.00**  
LIST  
F.O.B. FACTORY

The greatest  
refrigeration  
VALUES in  
history

WL 7  
Norway Model  
7 foot Capacity  
Two Doors  
**\$149.00**  
LIST  
F.O.B. FACTORY

POSSESS ALL FEATURES—

FOR CORRECT FOOD PRESERVATION—

WITH GREATEST CONVENIENCE—

AT LOW OPERATING COST

Never since the introduction of the electric refrigerator has there been such a demand for a box incorporating all latest improvements and advancements, of highest efficiency, yet priced at retail within reach of the average family income. The "Starr Freeze" meets that demand.

The interest in the trade already stimulated prompts us to suggest your immediate inquiry. This is the dealers' chance.

Write Us For Descriptive Literature and Territory Allotment.

## THE STARR COMPANY

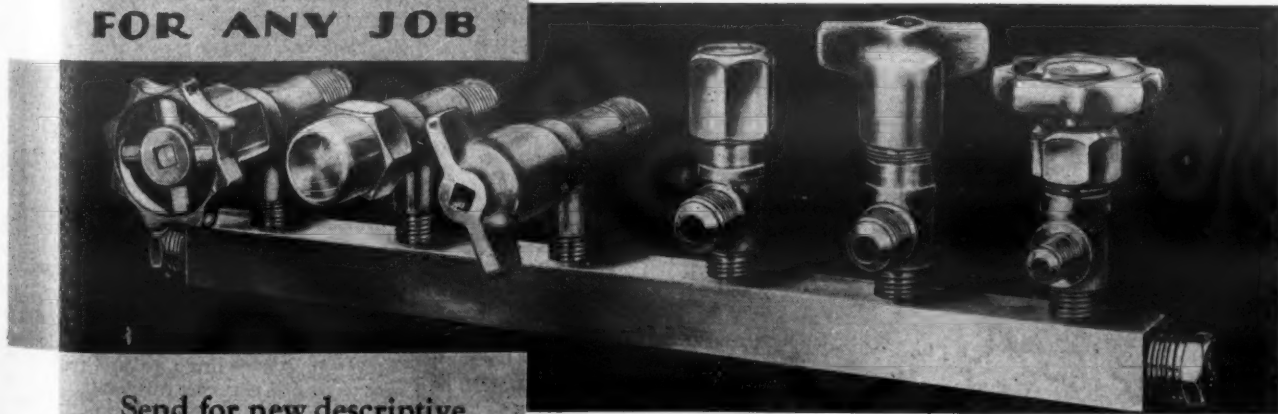
RICHMOND, INDIANA



Copeland Vies with the Girls for Honors

# KEROTEST MANIFOLDS

ARE READY FOR ANY JOB

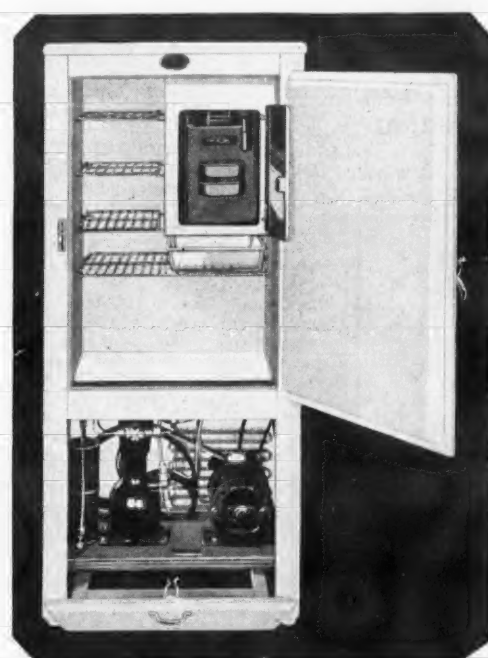


Send for new descriptive catalog covering Kerotest manifold valves and fittings—just off the press.

**KEROTEST**

Equipped with any style of seal caps you may specify or with packless valves if you so prefer. A wide choice for your every specification.

**KEROTEST MANUFACTURING CO.**  
Pittsburgh, Pa.



## The Leader Model Universal Cooler

~ sells readily and stays sold

EASY sales and satisfied customers await the dealer who meets the present demand for low cost quality refrigeration with The Leader. It has pleasing lines, cold control, porcelain interior, satin finish hardware, 8 sq. ft. of shelf area and an enviable reputation for quietness, economy and durability.

It is convenient in size and self-contained—is shipped completely assembled, ready to be connected to any light socket and retails at a surprisingly low price.

Complete information on request.

## Universal Cooler Corporation

Detroit, Mich. - - - Windsor, Ontario, Canada



# LATEST REFRIGERATION PATENTS

## ISSUED JULY 8

1,769,916—REFRIGERATING APPARATUS. French E. Dennison, Beloit, Wis., assignor to National Refrigeration Corporation, Beloit, Wis., a Corporation of Delaware. Filed July 22, 1926. Serial No. 124,125. 13 Claims. (Cl. 62—115.)

1. A refrigerating machine comprising a compressor including a compression cylinder and a crank case, a receiver for liquid refrigerant formed integrally with and partially surrounding said crank case, a cooling chamber surrounding the compression cylinder immediately above said receiver, condensing coils arranged in the cooling chamber and connected at opposite ends to said compressor and to said receiver, and means for actuating said compressor.

1,769,951—REFRIGERATOR - DISPLAY CASE DOOR. Clement V. Hill, Trenton, N. J. Filed Nov. 15, 1928. Serial No. 319,676. 3 Claims. (Cl. 312—138.)

3. A display case having a doorway provided with bottom and top track rails, the latter being cut away at its rear end so as to provide a clearance space at the top of the doorway between said end of the top rail and the rear end of the doorway, and a sliding door having grooved top and bottom edges receiving and engaging said rails, the door and its top groove being of such depths respectively with regard to the doorway and top rail as to have freedom

of upward and downward sliding movements on said rail when the door is in a certain open position to disengage the lower grooved edge of the door from or engage it with the bottom rail and allow the door when so disengaged to be tilted on the top rail into and out of alignment with the bottom rail.

1,769,978—PUMP FOR REFRIGERATING APPARATUS. Frank R. West, Detroit, Mich., assignor to Copeland Products, Inc., a Corporation of Michigan. Filed June 23, 1928. Serial No. 287,852. 9 Claims. (Cl. 230—185.)

1. A unit for a refrigerating system, comprising a reciprocable piston, a housing therefor, a member connected to said piston and extending through said housing at an angle approximately a right angle to said piston, and a flexible sealing means positioned around said member and the opening in the housing and being positively secured at one end to said housing and at the other end to the end of said member, said member being pivotally mounted at points external of said flexible sealing member and the axis of said pivotal mounting passing substantially through the center of said sealing member.

1,770,065—FIBER-WALL ICE BOX. Martin T. Chamberlain, Joliet, Ill. Filed Sept. 15, 1927. Serial No. 219,625. 4 Claims. (Cl. 217—17.)

1,770,276—REFRIGERATOR FOR MOVING VEHICLES. Charles D. Koch, Torrance, Pa., assignor to Keystone Aircraft Corporation, Bristol, Pa., a Corporation of Delaware. Filed Oct. 3, 1928. Serial No. 309,929. 4 Claims. (Cl. 62—154.)

## ISSUED JULY 15

1,771,732—PIPE AND TUBE BENDER. Walter Estes Holsclaw and Harry Elston Holsclaw, Evansville, Ind. Filed Feb. 4, 1930. Serial No. 425,919. Original No. 1,687,210, dated Oct. 9, 1928. Serial No. 238,157, filed Dec. 6, 1927. 10 Claims. (Cl. 153—45.)

1,770,479—MERCURY SWITCH. Paul K. Cramblet, Milwaukee, Wis., assignor to Time-O-Stat Controls Company, Elkhart, Ind., a Corporation of Maryland. Filed Jan. 5, 1927. Serial No. 159,061. 9 Claims. (Cl. 200—152.)

1,770,607—ABSORPTION REFRIGERATING MACHINE. George Ferguson, Winterthur, Switzerland, assignor to the Firm of Sulzer Frères Société Anonyme, Winterthur, Switzerland. Filed July 20, 1928. Serial No. 294,199, and in Switzerland Aug. 11, 1927. 10 Claims. (Cl. 62—5.)

1. In an intermittently operating absorption refrigerating machine including a generator-absorber and an evaporator, control mechanism for controlling the supply of heat to said generator-absorber, said mechanism including an overflow conduit disposed between said evaporator and said generator-absorber and a heat sensitive device arranged to be acted upon by the cool refrigerant flowing through said overflow, said device being adapted to shut off the heat supply to the generator-absorber on the overflow of the refrigerant from said

evaporator at the end of the generating period.

1,770,678—COOLING APPARATUS. Halsey W. Taylor, Warren, Ohio. Filed July 13, 1927. Serial No. 205,324. 4 Claims. (Cl. 62—141.)

4. A cooling apparatus, comprising a receptacle, a refrigerating unit extending into said receptacle, a series of superposed pipe sections loosely fitted into said receptacle and enclosing the extending portion of said refrigerating unit, said pipe sections having open ends, spaced apart from each other, means to connect superposed open ends of adjoining sections to form a continuous coil, and supply and discharge connections for said coil.

1,770,813—AIR-TEMPERING APPARATUS. William B. Selzer, Mendon, Mich. Filed Apr. 9, 1928. Serial No. 268,653. 2 Claims. (Cl. 257—133.)

## ISSUED JULY 22

1,770,944—REFRIGERATING RECEPTACLE. Aurin E. Payson, Norwich, Conn. Filed May 15, 1928. Serial No. 277,825. 9 Claims. (Cl. 62—91.5.)

1,771,042—SCALE TRAP. Ward S. Ireland, Beloit, Wis., assignor to National Refrigeration Corporation, Beloit, Wis., a Corporation of Delaware. Filed Jan. 29, 1926. Serial No. 84,560. 7 Claims. (Cl. 183—73.)

1,771,043—VALVE MEMBER. Ward S. Ireland, Beloit, Wis., assignor to National Refrigeration Corporation, Beloit, Wis., a Corporation of Wisconsin. Filed Apr. 28, 1926. Serial No. 105,267. 6 Claims. (Cl. 251—27.)

3. In a valve structure, a non-ferrous alloy consisting of tin and silver in such proportions that the alloy is sufficiently soft to conform under pressure of an opposed surface to the shape of such opposed surface and yet be sufficiently resilient to preclude permanent distortion thereof under such pressures.

1,771,186—SERVING ELEMENT FOR ELECTRIC REFRIGERATORS. Hugo Mock, New York, N. Y. Filed June 20, 1928. Serial No. 286,942. 5 Claims. (Cl. 62—1.)

1. A serving element for serving food products cold, consisting of a double walled vessel, said walls tapering toward the top of the concavity in said vessel in which said foods are served and becoming wider toward the bottom, the central portion of the bottom of said vessel being raised so as to support a layer of ice contacting said raised portion.

1,771,199—COMBINED REFRIGERATOR AND DISPENSING DEVICE. George R. Webber, Augusta, Me., assignor to Polar Vend Corporation, Augusta, Me., a Corporation of Maine. Filed Feb. 24, 1927. Serial No. 170,652. 17 Claims. (Cl. 312—36.)

1. In a refrigerator the combination of a cooling chamber, a dispensing device in the chamber, a trap connecting the interior of the chamber with the exterior, and means included in the dispensing device for ejecting successively a series of articles located in vertical alignment and in horizontal planes through the trap.

1,771,232—AIR-COOLING DEVICE. Robert B. Paysee, Oklahoma City, Okla. Filed Oct. 23, 1929. Serial No. 401,882. 2 Claims. (Cl. 261—107.)

## ISSUED JULY 29

1,771,433—WATER COOLER. Lloyd G. Copeman, Flint, Mich., assignor to Copeman Laboratories Company, Flint, Mich., a Corporation of Michigan. Filed Jan. 21, 1928. Serial No. 284,313. 5 Claims. (Cl. 62—141.)

3. A water cooler of the type utilizing mechanical refrigeration, comprising a unitary container for receiving the liquid to be dispensed, the walls of said container being of a relatively high heat conducting material and relatively thick to form a holdover unit, and a relatively small portion of the wall of said container being provided with an inwardly extending projection for receiving a cooling unit of the flooded type for receiving and circulating the refrigerant, said walls tending to absorb the heat units from said isolated cooling unit whereby to abstract heat substantially uniformly from the entire body of water.

1,771,465—LATCH. Gordon E. Roedding, Grand Rapids, Mich., assignor to Grand Rapids Brass Company, Grand Rapids, Mich. Filed Apr. 13, 1929. Serial No. 354,759. 5 Claims. (Cl. 292—332.)

1,771,527—REFRIGERATING APPARATUS. French E. Dennison and Ward S. Ireland, Beloit, Wis., assignors to National Refrigeration Corporation, Beloit, Wis., a Corporation of Delaware. Filed July 21, 1926. Serial No. 123,993. 1 Claim. (Cl. 62—95.)

In combination with a refrigerating storage casing, a refrigerating unit mounted in said casing to form a shelf therein, said unit having a pair of flat walls arranged sufficiently close to form a chamber therebetween adapted to contain refrigerant in the form of a relatively thin sheet whereby a maximum of conducting area is afforded by said walls in proportion to the volume of said chamber, said sheets having a plurality of transverse slots therein and secured together at the edges of said slots whereby the cold air in said casing may circulate through the slots for distributing such air throughout said casing.

1,771,837—REFRIGERATING APPARATUS. David Werner Berlin, Rasunda, Sweden. Filed Dec. 7, 1926. Serial No. 153,192, and in Sweden Dec. 8, 1925. Renewed Jan. 23, 1930. 3 Claims. (Cl. 62—120.)

1. Apparatus of the class described, comprising a boiler, a cooler connected to said boiler by tubes, one of said tubes passing from the upper part of the boiler to the lower part of the cooler and the other from the upper part of the cooler to the lower part of the boiler and safety means associated with said apparatus comprising a frangible plate and adapted to emit gas from the cooler.

1,771,883—ICE-CREAM-CAN HOLDER FOR FREEZERS AND ICE-CREAM CABINETS. Bessie M. Emig and William G. Dobbs, Auburn, N. Y. Filed Aug. 23, 1928. Serial No. 301,558. 3 Claims. (Cl. 220—9.)

1. In an ice cream freezer structure, a plurality of perforated receptacles formed to set up, when arranged in nested relation, a substantially cylindrical body, an imperforate receptacle formed to snugly fit within each of said perforated receptacles, and means for maintaining said perforated receptacles in relatively closely spaced relation for permitting the free circulation of a refrigerant therebetween.

1,771,933—VENDING MACHINE OF REFRIGERATION TYPE. Jacob I. Lehr-

man, Philadelphia, Pa., assignor of one-half to Thomas Joseph Blake, Philadelphia, Pa. Filed June 28, 1929. Serial No. 374,563. 5 Claims. (Cl. 194—48.)

1. A vending machine having a magazine for articles to be dispensed and provided with a coin chute for delivery of a coin into a coin box, a spring tensioned element for supporting the articles in said magazine, a detent pivotally mounted to support said member, a rocking device pivotally mounted in the vending machine casing and having one end lying across the path of the coin in the chute, and in turn operatively connected to the detent, whereby as a coin passes through the chute, it in turn operates the rocking device and withdraws the detent from under the spring tensioned member, allowing an article to be delivered from the magazine, said rocking device having its other end provided with means for engagement between the article being delivered and an adjacent article.

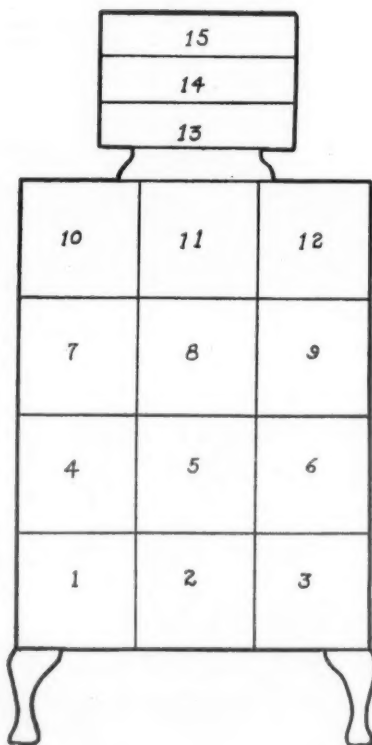
## J. L. STRAIN TAKES OMAHA FRIGIDAIRE POST

Omaha, Neb.—J. L. Strain, formerly with Frigidaire at Lincoln, has been transferred to Omaha to take charge of the Omaha branch. Shortly after taking charge, Mr. Strain called in all salesmen in the Nebraska and Iowa territory allotted to Omaha headquarters. He announced that new unit to sell for \$157.50 is now ready. The business meetings were held in the Fontenelle Hotel, a short time ago. In the evening a banquet was served at the Carter Lake club and bathing and boating was enjoyed by the representatives.

One of the last jobs installed at Lincoln by Mr. Strain was the Shriners' Club. Refrigerators and one of the 65-pound ice-makers were placed in the club. The completed contract called for equipment valued at \$2,500. Seven of the large Frigidaire water coolers have been ordered by the U. S. Government for the Veterans' Hospital near Lincoln. Refrigerators are to be installed in the near future.

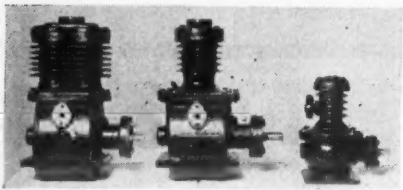
E. V. Morava, who was office manager for Mr. Strain while in Lincoln, has accepted the same position in Omaha.

## A G. E. Sales Target



## FRIGID ZONE COMPRESSORS

have a wonderful record for service and now A NEW LOW PRICE for those who assemble their own units.

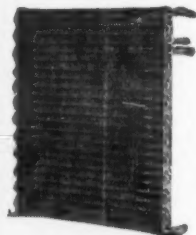


Quiet Efficient Trouble Free  
FRIGID ZONE MANUFACTURING  
COMPANY, INC.

2809 3rd Avenue Seattle, Wash.

## FLINTLOCK CONDENSERS

Full Capacity



With  
Every  
Unit

FIN AND TUBE SAME  
SOLID PIECE OF  
MATERIAL

## FLINTLOCK CORPORATION

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DETROIT, MICH.

## REFRIGERATION RUBBER WARE

Specializing in the development and manufacture of hard and soft rubber parts for electric refrigeration.

THE AETNA RUBBER CO.  
ASHTABULA, OHIO

## Sulphur Dioxide For Direct Charging

Every Container Analyzed

"Pure" Bone Dry Cylinders

2 to 150 lbs

Also Ton Drums-Tank Cars

ANSUL Chemical Co. MARINETTE, WIS.

The leading refrigerator manufacturers are using our Double Seal and special gaskets made for their requirements. We will be glad to figure on your problem.

Specialists in refrigeration gasket.



The D. W. Bosley Company

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Chicago, Ill.

## PATENTS

Searches, Reports, Opinions by a Specialist in REFRIGERATION  
H. R. VAN DEVENTER  
Solicitor of Patents - Refrigeration Engineer  
342 MADISON AVE. NEW YORK



Specializing in  
Refrigeration Compressor

Eccentric  
and

Crank Shafts

Made to your specifications. Send us your blue prints—we'll send you our prices.

Modern Machine Works, Inc.

195 Milwaukee St., Dept. C, MILWAUKEE, WIS.

Dallas, Tex.—Interest in a recent electric refrigerator campaign conducted by the Dallas Power & Light Co. was maintained at a high point through the novel use of a series of charts. The one pictured here measured the activities of each individual salesman. It contains 15 sections, one to be blocked off each time the salesman turned in an order. A large master chart had 450 sections, and it recorded the combined activities of the organization. When a sale was reported a section was blocked out. Rivalry between divisions was helped by the use of charts containing 150 sections. Interest was so stimulated that more than 450 refrigerators were sold during the eleven weeks' campaign.



## SYMPOSIUM OF SILENCE GATHERED BY ELECTROLUX

New York, N. Y.—"Quiet as a roving cloud," and "As inaudible as a butterfly poised on white dandelion down lulled in the calm of a peaceful summer stillness," are the two prize-winning metaphors submitted by customers of the Consolidated Gas Company of New York and affiliated gas companies in a special contest recently conducted to secure metaphors to describe the silent operation of the gas refrigerator.

The contest was conducted solely through *Greater Service News*, the company's magazine for customers. More than seventy metaphors were received, the two quoted above being selected by a special committee to receive cash awards of five dollars each.

The contest started with the printing of the following metaphor for silence as written by Dr. Seuss and published in *Judge*: "That piquant noiselessness that emanates from a picture-wire supporting the portrait of a billiard ball nestling in a basket of wool." The original announcement of the contest was made in the June issue of *Greater Service News*, and the awards were announced in the August issue. Metaphors were submitted from all sections of the company's territory, and a few came from outside. New Jersey was represented and Missouri also.

The following metaphors were considered worthy of honorable mention in the contest:

"Snowflakes falling on a bed of cotton."

"As silent as the birth of an idea in the brain of a love-sick swain."

"As silent as nothing dropping into nowhere."

"It is the down of ripe thistles."

The down from the breast of swift wild ducks.

Floating, soft, silent missiles.

The power that moves the Electrolux."

"As silent as a collar-button under a bureau."

The most popular contribution of all was, "As silent as the Sphinx," although the influence of the Byrd polar expeditions was seen in many entries, such as "As noiseless as the fall of a snowflake in Little America" and "As cold and silent as the great Antarctic."

The committee of judges for the contest made no attempt to ascertain the sex of the persons sending in the following metaphors: "As silent as a husband after his wife has won an argument," and "That stillness which the clubman hopes to achieve in the early morning when returning to his easily-awakened spouse." Of course, the usual number of contributions called attention to the silence of sunshine, falling snow, and cats after mice.

## REFRIGERATION SCORES AGAIN

Savannah, Ga.—Electric refrigerators led all other appliances in total sales made by the merchandising department of the Savannah Electric & Power Co. during the first six months of 1930, according to an announcement recently released by that company.

In this half-year period, 14 refrigerators, 74 ranges, and 12 water heaters were sold. Members of other company departments helped set this mark by securing and turning in names and prospects for these appliances.

**HANDY & HARMAN**  
SILVER SOLDER

**Silver Solders**

**'Make neat, strong, gas-tight, corrosion-resisting joints quickly'**

Flow at much lower temperatures than the base-metal brazing or welding metals.

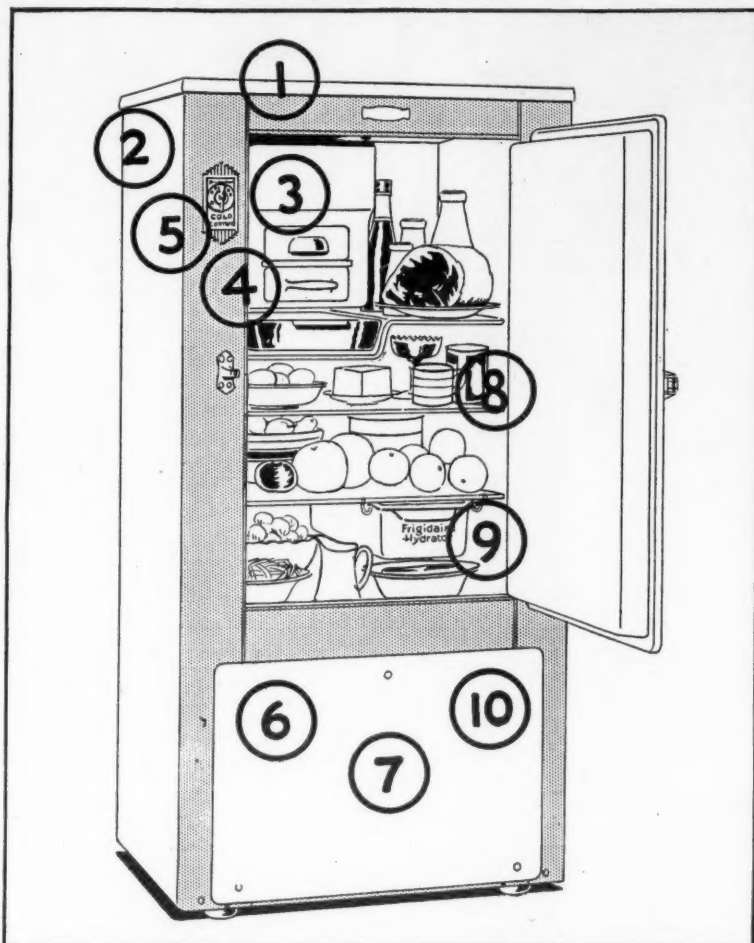
Saving in labor-time and elimination of rejections and repairs pays profit over added cost of silver solders.

Strength and ductility of silver solders give joints maximum resistance to shock and vibration.

Send for Bulletin No. 3ER and other literature useful in soldering, brazing and welding.

**HANDY & HARMAN**  
Executive Offices  
37 William St.  
New York City  
Principal Plant  
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425 Richmond St. Fulton & Gold Sts.  
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## Frigidaire's Ten Points



Recent Frigidaire advertising has emphasized ten points which are urged upon prospective purchasers. They are illustrated graphically in this illustration which appeared in *Frigid Era*. This clear cut style of presentation in black and white is unusually effective and directs the prospect's attention directly to the parts of the Frigidaire which are most relied upon in making the sale.

## WESTINGHOUSE DEALERS FOR CONNECTICUT

New Haven, Conn.—The Connecticut Electric Refrigerating Company, recently incorporated, is now appointing dealers for the new Westinghouse refrigerator throughout Connecticut. The concern has the Westinghouse distributorship for the entire state. Wholesale and retail display rooms have been opened at 149 and 143 Temple street, respectively.

The first display in Connecticut of the new Westinghouse boxes was at the

Stamford Gas & Electric Company, Stamford. Other dealers recently named by the Connecticut distributors are: J. S. Nielson Company, 26 Center Street, New Haven; Jackson-Marvin Hardware Company, Westville; R. W. Tone, Hamden, and the Water and Electric Departments of the Borough of Groton.

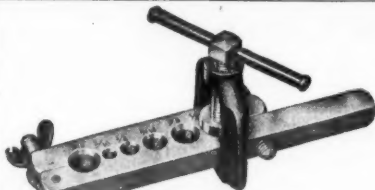
Dealers are to be appointed in every community in the state, and an intensive merchandising campaign is planned, according to Norman K. Fuller, sales promotion manager. A. W. Chase is president of the Connecticut Electric Refrigerating Company. M. E. Thompson is vice-president, and H. W. Thompson secretary-treasurer.

## Imperial Aids To Better Installations



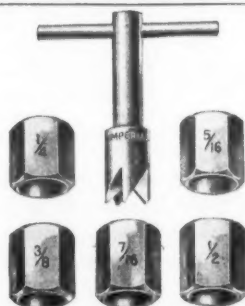
### Imperial Tube Cutter

Here is a highly efficient tool for cutting copper, brass, block tin and lead tubing. It takes all sizes of tubing from 1/8" to 1/2" and makes a right-angle cut, quickly and cleanly, leaving no burrs or chips to clog the line. The tubing does not become out of round as when put in a vise. When this tool is used tubing can be cut in half the time required by old methods and a far better job results. No. 94-F Tube Cutter, each ..... **\$2.50**



### Imperial Flaring Tool

Gives the proper flare and taper to the tubing for making up joints. A perfect flare means a tight joint and this tool does the work in least time and with utmost simplicity. No loose dies—no vise necessary. No. 93-F takes tubing sizes 1/8", 3/16", 1/4", 5/16", 3/8", and 1/2", each ..... **\$3.00**  
No. 95-F takes tubing sizes 1/4", 5/16", 3/8", 1/2" and 5/8", each ..... **\$4.00**



### Imperial Refacing Tool

This new tool insures against leaks caused by S. A. E. couplings that do not seat properly. In use, the coupling is inserted into the correct adapter, then a few turns of the five-fluted hardened steel refacer produces a faultless seat of correct size and taper for a tight and leak-proof joint. No. 100-F Refacing Tool with adapters for sizes 1/4", 5/16", 3/8", 1/2" and 5/8". Per Set ..... **\$3.75**



### Imperial Tube Bender

Just slip this tool over the tubing where the bend is to be made. Then bend both tube and coil by hand to whatever form desired. Seven Tube Benders comprise a complete set. No. 101-F Tube Bender Set for tubing sizes 1/4", 5/16", 3/8", 1/2", 5/8" and 3/4". Per Set ..... **\$2.75**



### Imperial Brass Forgings

Accurately made to meet all the requirements of Iceless Refrigerator Manufacturers. Will not leak. Let us quote on your requirements.

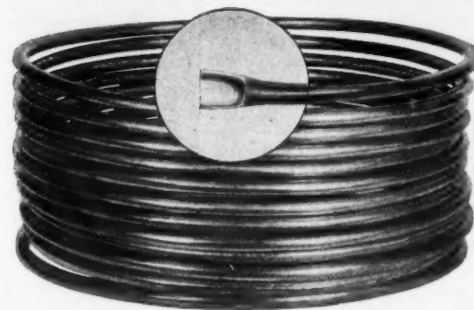
## Send for New Catalog

The Imperial Catalog, just off the press, illustrates and describes the complete Imperial line of Brass Forgings, Valves, Manifolds, Tools, etc. To become acquainted with the newest and most modern, send for this catalog today. It's free.

**THE IMPERIAL BRASS MANUFACTURING CO.**  
565 SOUTH RACINE AVE. CHICAGO, ILL.

## DEHYDRATED WOLVERINE SEAMLESS COPPER TUBING

Highest quality seamless copper tubing—perfectly dehydrated and solder-sealed—made to A. S. T. M. Specifications (B 68-27T)—ready for quick installation. Send your production requirements for quotations, or wire for rush shipment from stock.



## WOLVERINE TUBE CO.

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Export Department—H. M. Robins Company,  
120 Madison Avenue, Detroit, U. S. A.  
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Sales offices in all major cities. Stock available at Los Angeles, 224 E. 11th St. Write or wire for name of nearest representative.

## PENN TYPE 'J' Unit Control FOR DOMESTIC REFRIGERATORS



## NEW today tomorrow ACCEPTED

Industry moves fast. Only a few years ago, four wheel brakes were met with skepticism. Today they are not only accepted, but also demanded as standard equipment. So it is with the new Penn Type J Unit control. Though it is new today, tomorrow it, too, like four wheel brakes, will be accepted as standard equipment.

Already many of the largest and best known manufacturers in the industry have adopted Penn Type J for their domestic refrigerators. They have recognized that though it is a new control, it has a proven background. For in reality it is merely several standard switches combined into one new, highly perfected, and compact instrument which has these unusual features:

1. One dial gives complete control.
2. Its half circle movement lowers temperature to suit manufacturers' specifications.
3. It provides the means for starting and stopping for defrosting.
4. It acts also as a reset button when thermal overload protector has opened the circuit.
5. In addition, Type J has been designed for easy and quick adjustment of both the range and differential.

Write today for complete information and detailed specifications. See how you can simplify the control of your domestic refrigerator. Once you have tested Penn Type J on your own unit, you will be convinced. Address

## PENN ELECTRIC SWITCH CO. DES MOINES, IOWA

Penn Type J was designed in the Penn Laboratories, by Penn Engineers, recognized for outstanding ability for 14 years in every industry where electric controlling devices are used.



## LITERATURE OF MANUFACTURERS

Catalogues, bulletins and other material recently issued.

Manufacturers are requested to send copies of new trade literature to Electric Refrigeration News.

### Armstrong Cork

Application of corkboard in the quick-freezing industry is covered in an attractive, well-arranged broadside prepared by the Armstrong Cork Company, Lancaster, Pa. Many uses of corkboard in keeping frozen products fresh from the quick-freeze plant to the consumer are illustrated. This chain includes the quick-freezing plant, the refrigerator car, the cold storage plant, the refrigerated truck, the refrigerated display case, and finally the domestic refrigerator in the home.

## CLIMAX NEAR IN DRIVE BY CUMBERLAND POWER

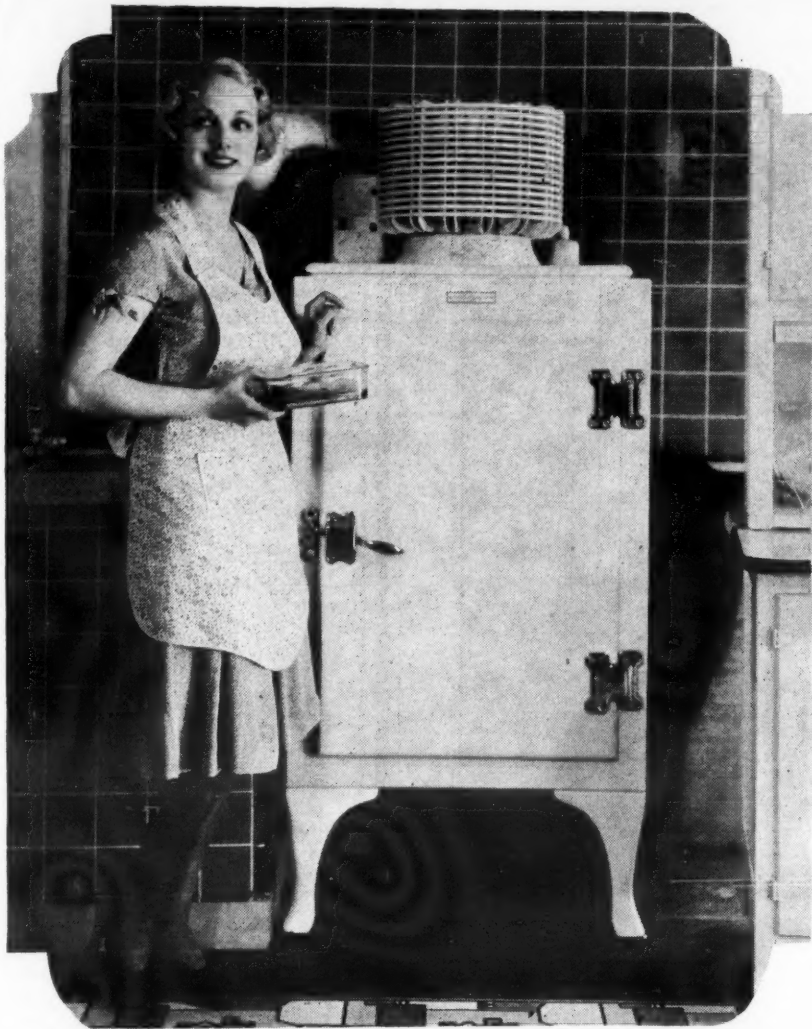
Portland, Me.—Sales of 211 electric refrigerators during the first month of a July and August sales drive have been announced by Roy E. Holden, sales manager for the Cumberland County Power and Light Company, General Electric and Kelvinator distributors. A quota of 300 machines has been set as the goal in this drive.

The drive has been featured by the inauguration of a deferred payment plan in which the customer pays 10 per cent down, with two years to pay the balance. Customers are billed on their regular monthly bills for electric service.

Mr. Holden states that refrigerator sales by his company for 1930 have run about 15 per cent ahead of figures for 1929.

Included in the sales total for July are 54 drinking water coolers sold to one firm. This installation was made in Biddeford plant of the Pepperell Manufacturing Co.

## Co-Stars in Talkie



Cleveland, Ohio—Distributors and dealers of General Electric refrigerators are tying up with the motion picture, "Way Out West," in which Miss Lella Hyams is starred and in which a General Electric refrigerator is conspicuous-

ly displayed in several "shots." The two stars are pictured above.

Attractive photos showing Miss Hyams and the refrigerator, are being used by distributors and dealers in cities where the motion picture is presented.

## NEW ENGLAND MAJESTIC DEALERS HOLD MEETINGS

Portland, Me.—Features of the new Majestic electric refrigerator to be placed on the Maine market soon were explained to two groups of prospective dealers at meetings in Portland July 28 and Bangor July 29.

The refrigerator, which will be manufactured by Grigsby-Grunow Company, of Chicago, makers of Majestic radios, and marketed in this territory by the Majestic Distributors, Inc., of Boston, was on display. One hundred dealers attended the meeting in Portland, and 75 were present at Bangor. Guy R. Conner, manager of the district, which includes Maine, northern New Hampshire and northern Vermont, will direct sales from the Portland branch office.

The speakers at the two meetings were E. H. McCarthy of Boston, general manager of Majestic Distributors, Inc.; Gilman Poore, Grigsby-Grunow Company, Chicago; Russ Hanagarter, of Boston, sales promotion manager of Majestic Distributors, Inc.; and John A. Scott, of Boston, manager of the refrigeration department.

## NEW FRIGIDAIRE AGENCY FOR JACKSON

Jackson, Miss.—The Century Electric Company has taken over the Frigidaire agency in this territory, consisting of two counties, Hinds and Rankin.

The company is well known in this section of the state, and has been in business for about ten years. With the announcement of the new agency, the company announced an expansion program. Larger display rooms are to be built and a part of the second floor will be taken over in order to handle the new line.

## ELECTRIC DEVICE TAKES NEW OFFICES

Springfield, Mass.—Electric Device Co., General Electric refrigerator distributor, has established its offices and warehouse at 95-97 Dwight Street.

## THE CONDENSER

ADVERTISING RATE fifty cents per line (this column only).

SPECIAL RATE if paid in advance—Positions Wanted—fifty words or less, one insertion \$2.00, additional words four cents each. Three insertions \$5.00, additional words ten cents each. All other classifications—fifty words or less, one insertion \$3.00, additional words six cents each. Three insertions \$8.00, additional words sixteen cents each.

### POSITIONS AVAILABLE

WANTED—Engineer experienced in brine tank design and general laboratory work in small household refrigeration field. Must be capable of supervising laboratory and specifying needed equipment. Address Box 273.

### POSITIONS WANTED

EXECUTIVE refrigeration engineer seeks new connection with manufacturer of commercial refrigerating units. Box 271.

GRADUATE mechanical engineer, with experience in the development and sales of commercial refrigeration, desires connection in the selling or promotion of sales of commercial refrigeration. Preferably in the east. Box 274.

PRODUCTION executive available at once, technical and practical man with years of experience with one of the largest concerns. Thoroughly experienced in the production of household and commercial electric refrigeration, including the machining of compressors, coils and complete cabinets, also the operation of modern porcelain plants. Box 265.

SALES engineer desires permanent connection with manufacturer or large distributor. Three years' experience in commercial engineering field contacts and sales schools. Capable of organizing and directing sales organization. Would consider foreign connection. Box 266.

# Filtrine

Guaranteed **FILTERS** for Electric Water Coolers. Pure, Clear Water.

**FILTRINE** MANUFACTURING COMPANY  
49 LEXINGTON AVE., Brooklyn, N.Y.  
Manufacturers of FILTERS & COOLERS of all sizes

## DRINKING WATER FAUCETS

for Refrigerators—Water Coolers  
New model now available for use on city water pressure



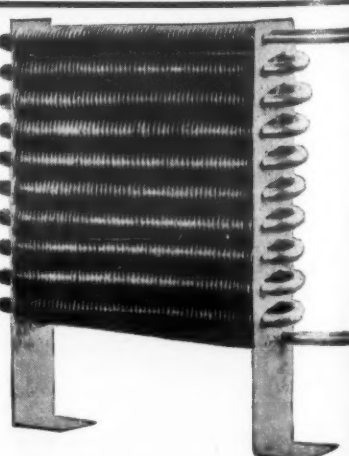
**CORDLEY & HAYES**

147 Hudson Street New York City

## Precision Built VALVE Needles VALVE Seats VALVE Mechanisms

Four years of satisfactory service to the industry

**Buerk Tool Works**  
42 Pearl St. Buffalo, N.Y.



## Specify ROME CONDENSERS

Made of heavy gauge de-oxygenized seamless copper tube. One piece construction.

Designs for all requirements.

**Rome-Turney Radiator Co.**  
ROME, N.Y.

## REQUESTS FOR INFORMATION

Readers who can be of assistance in furnishing correct answers to inquiries, or who can supply additional information, are invited to address Electric Refrigeration News, mentioning query number.

### Absorption Machines

Query No. 375—"I am endeavoring to locate the names of the manufacturers of the following absorption types of refrigerators made in this country:

1. Common-Sense
2. Keith
3. Master
4. Sorco

"I have consulted a number of trade directories, but I find that none of the above trade names are listed."

### Fin Type Radiators

Query No. 376—"Would you kindly send us the names of manufacturers of fin type radiators that could be used with brine? We have in mind radiators that could be installed in wall cabinets for cooling small rooms by means of circulating brine."

## SPINNEY TO SELL NORGE IN NEW ENGLAND

Springfield, Mass.—B. H. Spinney Co., Inc., of 62 Hampden St., has been appointed wholesale dealer for the Norge electric refrigerator for a large area of western New England.

# The Expansion Valve

By GEORGE F. TAUBENECK

NOT to be outdone by the astute Mr. Edison, and his scholarship quiz, the Expansion Valve hereby offers its own patented set of prize questions for electric refrigeration men. The winning answerer will receive a free scholarship to the Piffle School of Personality, Poise, Pep, Palmsistry, and Practical Pinocchio. Try and get it.

1. If you had the privilege of devoting 20 years of your life digging a hole deep enough to accommodate all the people who think they're entitled to a discount, would you accept the nomination?
2. You are the head of an expedition which has come to grief in the desert. There are enough food and ice cubes left to enable three people to get to the nearest outpost of civilization. The rest must perish. Your companions are: (a) a multiple system installer who forgot to solder the connections; (b) a fat-and-forty housewife who spoils a roomful of your best prospects, all attending a bridge party in her apartment, by punching a hole in the evaporator with an ice pick; (c) an ice man; (d) the farmer's daughter who gave you (a traveling salesman) away just as you were about to close a milk-cooler sale; (e) your mother-in-law; (f) an insurance salesman who tries to insure your customers and prospects because the gas in your machine might explode or something.

Which, if any, would you take with you? Give 10 good reasons.

3. You discover an employee filling your machines with carbon monoxide for a refrigerant. Would you be a mean old tattle-tale?
4. What is a Frigidaire? Why didn't they call it a Kelvinator?

Add to the list of solutions to the World's Great Unsolved Problems (in 39 vols., artcraft leather, \$1 down and \$1 a week the rest of your life) the McCormick-George answer to the riddle of parking.

In a city like Detroit, where automobiles are as common as peanuts and shirt sleeves at a ball game, and as numerous as mosquitoes at an inland lake resort, parking becomes one of the Major Issues of the Day—as important as Farm Relief, and What to Do with the Baby When We Go Out Tomorrow Night.

A man who parks his balloon-tired

money-separator within two blocks of his office is happier than the man who sold all his stock the day before the big crash, and prouder than the father of a nine-pound son. And the time is coming, no doubt, when a Buick nine blocks from the theatre will be offered, even money, in trade for a Chevrolet just around the corner from the gold-braided generalissimo at the door.

The McCormick-George Co., distributor de luxe in Detroit of G. E. refrigerators, has the answer. In the rear of the spacious McCormick-George building on Cass Avenue is a young garage, with ample parking space for all the cars belonging to a roomful of cooking school visitors, plus those of all the prospects that could possibly be lured into the spacious salesroom. Housewives are welcome to leave family vehicles in this free parking garage while they do a bit of shopping downtown.

Reading the bale of house organs and central station gossip-sheets that come to our desk is good fun. Folksy, personal comment, even when one doesn't know the persons concerned any better than a New Yorker knows his next-door neighbor, always makes pleasant reading. Occasionally one runs across a howler. This, for instance, from the June issue of the Blackstone Valley Utilitarian (Blackstone Valley Gas & Electric Co., Pawtucket, R. I.):

### "NOTICE"

"Contributors are advised that, due to the great frequency of births in the last two issues, no more of same are desired until September."

Speaking of the many exasperating torments and fearful tests devised for the monitor top and the all-steel cabinet, have you heard what the practical-minded cashiers of the Janesville office of the Wisconsin Power & Light Co. did to provide the ultimate?

After perusing reams of advance literature about the drowning, freezing, burning and dusting of G. E. refrigerators at the factory, they were one morning presented with the sight of a monitor top enclosed in a water-filled square glass frame on their display floor.

"Ah, ha!" cried one of the cashiers, in high glee. "There's just the place for our surplus goldfish."

And so the monitor top was subjected to a new test. It became a goldfish aquarium.

# Wirfs Corporation

**DESIGNERS** of refrigerator door gasket. An organization with a background of refrigerator manufacturing experience. Essentially gasket manufacturers, we are capable of solving all your gasket problems.

## Wirfs PATENTED AIRTITE GASKET

is made in five standard sizes. For the manufacturer requiring a special type, we offer the services and experience of an organization devoted exclusively to door gasket manufacturing.

Let us work from your blueprints.

DEALERS in electric refrigeration have many occasions to use "AIRTITE" Gasket. Write for samples and prices.

**WIRFS CORPORATION**  
135 S. 17th St. St. Louis, Mo.

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ELECTRIC REFRIGERATION NEWS  
550 MACCABEES BUILDING, DETROIT, MICH.

Please enter subscription to *Electric Refrigeration News*.

United States and Possessions: ☐ \$2.00 per year. ☐ Three years for \$5.00

All other countries: ☐ \$2.25 per year. ☐ Two years for \$4.00

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# Refrigerated Food Section

## ELECTRIC REFRIGERATION NEWS

Registered U. S. Patent Office.

The business newspaper of the refrigeration industry

ISSUED EVERY TWO WEEKS  
VOL. 4, No. 25, SERIAL NO. 101

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Business News Pub. Co.

DETROIT, MICHIGAN, AUGUST 13, 1930

Entered as second class matter  
Aug. 1, 1927, at Detroit, Mich.

IN THREE PARTS, PART 2  
TWO DOLLARS PER YEAR

### MUNCIE

#### Is Selected by Indianapolis Organization for New Test Campaign

Muncie, Ind.—This city has been selected as the scene of the latest sales test to determine the public acceptance of quick-frozen meats. The Indianapolis Abattoir Corporation, maker of the Sally Lee products, has placed quick-frozen meats on sale in eight stores. Six independent stores and two chain stores have been chosen for the test.

Attractive display advertising in Muncie newspapers ushered in the campaign, and direct mail matter also was sent out. Frozen by the Kolbe system, thirty-three items are on sale. They are known as "Sally Lee Frigid Meats" and the direct mail appeal which preceded the campaign was signed by "Sally Lee."

Among the cuts on sale are:

Beef: Porterhouse, club, sirloin, shoulder, round, rib, flank and chuck steaks; rolled rib, chuck and shoulder roasts; hamburger and sliced tenderloin, liver, brains and sweetbreads.

Pork: Tenderloin, loin roast, chops, fillets, sliced tenderloin, and cottage roasts.

Lamb: Chops, leg and shoulder roasts.

Veal: Chops, cutlets, roasts, stewing veal and sweetbreads.

An interesting phase of the sales experiment here is the use of cases without display and refrigerated by dry ice. Those in charge of the campaign for the Indianapolis Abattoir Corporation, Louis F. Thompson is doing the hardest work, visited Springfield and studied the methods in use there. They came to the conclusion that a lower priced case than those used in Springfield would have to be adopted, and the present dry ice refrigerated case is the result. Like the sales campaign itself, the cases are frankly experimental, and do not represent a final decision.

Some unusual sales methods are being tried out, including the bringing of one of the refrigerated cases out to the curb, where sales can be made directly to motorists without requiring them to leave their cars.

It is planned to continue the introductory campaign for at least thirty days. Although it is still too early to make any predictions as to the success of the campaign, the general impression here seems to be that the new frozen meats are going well, and that the newspaper and direct mail advertising has played an important part in getting the campaign under way.

One of the direct mail pieces reads as follows:

Dear Madam:

Please accept my invitation to participate in the reception which Muncie is giving to a wonderful new idea in the buying and serving of meat.

This meat brings you the choicest steaks, chops, roasts, sweetbreads, etc., trimmed and packaged at the source

—subjected to instantaneous freezing, way below zero, and kept at near zero until delivered to you— which is Nature's way of preserving freshness and flavor indefinitely.

Really you've never known such uniformly delicious and tender meats as "Sally Lee Frigid Meats."

You can be one of the first hostesses in Muncie to buy this delightful new kind of meat by presenting the attached card at the proper address on Friday.

SALLY LEE.

#### TEMPRITES APPEASE MEXICAN THIRST

Detroit, Mich.—The Liquid Cooler Corporation reports an unusual amount of interest in the Temprite line of beverage coolers in Mexican and Central American countries. This increased interest is the result of a campaign conducted by the New York Export Office. Interest has chiefly been centered on the Temprite two and three beverage cooling units. Recent shipments to Mexico include Models 35-B1, a single beverage cooling unit; 65-B2, a two beverage cooling unit, and some 90-3B, which cool three beverages.

Breweries and large beverage dispensing concerns are quite receptive to improved ideas in beverage cooling equipment.

### THE MODERN STORE

THE time-honored business of store-keeping is rapidly becoming a fine art in every sense of the phrase. The trend away from the merely utilitarian and in the direction of the decorative is invading every sort of shop. The food stores have not escaped this trend, as many of the illustrations printed in recent issues of the Refrigerated Food Section have demonstrated. The picture on this page caps the climax.

Refrigeration equipment in keeping with the general decorative scheme of the store interior will be required. Limitless possibilities are opening up in a field which has made remarkable progress in the past, and which seems destined to an even brighter and more progressive future.

### BIRDSEYRIE

Gloucester, Mass.—Work has just been started here on a house for Clarence Birdseye, of the General Seafoods Company, and inventor of the Birdseye process for the quick-freezing of foods. Mr. Birdseye's new home, which he expects to occupy the year 'round, although all of his neighbors are summer residents only, will be built on a ridge which overlooks the harbor on one side, and the ocean on the other.

Included in the equipment will be specially designed refrigerated storage for the great variety of quick-frozen products which grace the Birdseye table throughout the year.

### Palatial



Milwaukee, Wis.—With the opening of the new Milwaukee Quality Meat Kitchen, an innovation in meat market design has been brought to this city. The interior of the new market has been constructed to represent a theatre rather than a butcher shop. Of Spanish design, indirect lighting effects, concealed behind Moorish walls, create a charming decorative effect.

The new shop is 65 feet long and equipped with 60 feet of refrigerated display case. Above this case is a tiled roof effect resembling a Spanish patio. Another unusual feature of the shop is

a display window, located against the back wall and lighted from within, for the display of larger cuts of meats.

This display window is 10 x 4 feet and 8 feet high. It is held at a temperature around 38 degrees, while the temperatures in the counter display are kept at approximately 34 degrees. A storage cooler, 20 x 15 feet with a 10 x 6 quick freezer built inside, is located directly behind the display window in the store. The temperature in the big cooler is kept at from 33 to 37 degrees, while that of the freezer is kept at 15 degrees. All these temperatures are maintained

automatically, saving expense and worry.

A two-ton automatic Lipman machine is located in the basement of the store. The counters and refrigerator were built by the Paul J. Daemicke Co., of Chicago. The coils in the display counters are embedded in powdered granite, while those in the display window are visible to the customer.

The Lipman ice machine is made by the General Refrigeration Co., of Beloit, and installed by the Emkay Engineering Co., of Milwaukee. The exterior of the shop is finished in harmony with the interior and presents an attractive sight.

### FROM THE NEW ENGLAND FRONT

Springfield, Mass.—The Dole Refrigerating Machine Co. of Chicago has installed an ammonia refrigerating system for the storage and display of the Birdseye Frosted Foods at the Thrift Stores branch at 719 Sumner Ave. This is the first installation of its kind in the east. John D. Hollowell, general manager of the Dole Company, came here to see the system put in operation. The company has chosen this city as its New England distribution center, and Ernest B. Combs, eastern sales and service representative, has opened an office here.

The display case stands directly alongside two Frigidaire cases used for the same line of foods, and at the farther end of the row is the large Dole storage cabinet. The length of the Dole cabinets is 12 feet over all, including 5 feet of storage and 7 of display. The display case is 2 feet deep and 28 inches high, inside dimensions, and the storage case is 5 feet high and of the same depth as the display case. The customer is served from doors on the back of the storage case, reserving the other case for display exclusively. Ten pounds'

(Concluded on Page 2, Column 4)

Springfield, Mass.—Every now and then an incident occurs here which reminds the Springfield consumer that he is just a step ahead of the rest of the country in his ability to purchase quick-frozen foods. A typical incident of this sort happened in one of the Thrift Stores recently. A young woman entered and said:

"I wonder if I can get a broiler as good as you sold me the last time. Perhaps you remember that an elderly woman was with me. That was my aunt. She has an executive position in the public health department in New York City. She prides herself on being an authority on the diet and such things, and attends many institutes on home economics. But she was opposed to the idea of frozen foods. It went against her preconceived ideas. The only way I could convince her was to serve her some of the foods, which I did. She became an enthusiastic partisan for them, and now is asking why she can't buy Birdseye foods in New York. This week I have some more company coming from New York, and I wish to give them a treat also."

### FRESH VS. FROZEN

Minneapolis, Minn.—From the speech of W. C. Davis, marketing expert of the United States Department of Agriculture, at the Meat Retailers' Convention:

"The possibilities for national distribution of frozen pre-cut, packaged meats outweigh materially the possibilities for fresh (unfrozen) pre-cut packaged meats," Mr. Davis said. "Although the cuts may be identical in all essential respects, the difference in preparation for market precludes the possibility of shipping fresh retail cuts long distances. The possibilities for distributing the frozen cuts over extensive areas under adequate refrigeration from a central point are almost unlimited."

Mr. Davis compares the prospects of quick-frozen and fresh cut meats.

### RETAILERS

#### Of Meats Hear Objections to Quick Freezing From Their President

Minneapolis, Minn.—Quick-frozen foods had an inning at the 45th annual convention of the National Association of Retail Meat Dealers, held here Aug. 4 to 7, at the Hotel Nicolet. An address made Monday evening before a full hall of shirt-waisted men, by President George Kramer, of New York, brought quick frozen meats into the picture.

Mr. Kramer does not believe this form of packaged meat has yet reached an economic stage. Later it may do so, and then it probably will be taken up as an acknowledged fact by the retail dealers. Although he has not yet "lined up" for quick-frozen meats, because of the danger of deterioration from defrosting, which he fears, and for other reasons as well, Mr. Kramer was a good sport and mentioned in his address some of the points favorable to quick freezing.

Further than this reference in the president's address, the subject was not slated on the convention program. "We have an open mind on the subject," said Secretary-Manager John A. Kotal, of Chicago, commenting on the address.

The portion of the Kramer address touching on this new phase of merchandising make interesting reading. He said:

"Tons of literature have been thrust upon the trade and the consuming public during the last ten months in all parts of the country introducing new schemes of merchandising, advocating all kinds of cuts in fresh and frozen packaged meat. The cost of all this propaganda is undoubtedly monstrous, on the face of it. Many of the retail meat dealers have no doubt received it with alarm and discouragement. Many of the firms that the retailer has supported in past years, and depended upon them as his source of supply, have told the retailer that the individual meat market was a thing of the past, and that he is destined to be replaced with new methods and new sources of outlet. You should not be stampeded into undue fear and disconcerting alarm by every rumor that comes along, as predictions based on experimental schemes are far from the mark.

"Frozen meats are at best but an imitation or substitute of fresh meats. We do not believe any degree of perfection reached in the quick-freezing processes will ever improve upon or equal fresh meat in either palatability or healthfulness. However, it appears that the quick-frozen product is the best imitation produced so far.

"Probably its greatest merit is that it can be cooked in the same way as fresh meat, placed in the oven in its hard frozen state and taken out, with good results, which is not the case with the old slow frozen product. In this comparison it is only fair to admit that it is a tremendous improvement.

"Several processes of quick-freezing are now on the market, some backed by unlimited capital, we hear. If perfected, the project would accomplish a long-sought objective in the retelling of meats, namely, almost perfect control of waste and meat merchandising for chain stores. Propaganda is everywhere and rapidly spreading, playing up the so-called merits of this method of merchandising meats. Grocers have expressed their sympathy for the retail meat dealers, as they believe this propaganda sounds the small butchers' death knell.

(Concluded on Page 2, Column 3)

#### SERVEL MAKES GOOD IN SOUTH AFRICA

Durban, South Africa—Local needs require a case designed somewhat different from standard equipment. This case, in the Belmont Restaurant, was designed by G. Scott Lindsay, Servel's representative in South Africa, for Servel's distributor, South African General Electric Co., Ltd.

Mr. Lindsay states that this particular type of case meets conditions so well that after the installation of the first one, immediate orders were placed by other retailers for a considerable quantity. The case operates with standard Servel chilling sections. It has adequate display facilities for various kinds of perishables and the coils are arranged neatly in the display section of the case.

(Concluded on Page 3, Column 1)



## E.T.L. Service for Domestic and Commercial Electric Refrigeration

Testing and experimental laboratory service for Manufacturer, Distributor, Central Station—  
Test data exclusive property of client.

### ELECTRICAL TESTING LABORATORIES

80th Street and East End Avenue, NEW YORK CITY, N. Y.

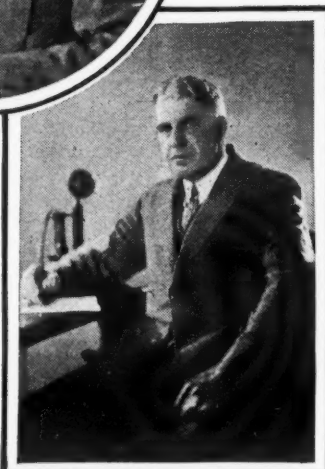
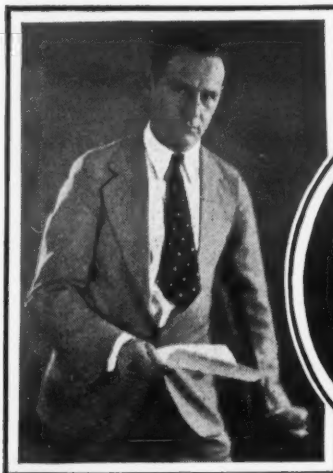


# SELL

the SUPER Automatic Oil Heater along with your electric refrigerator. It will add a new list of enthusiastic customers to your business.

Write or wire for information on our Special Summer Plan.

**THE SUPER OIL HEATER CO.**  
275 Connecticut Blvd.  
Hartford, Conn.



## These Men... want FACTS NOT CONVERSATION

If you are an engineer, a designer of refrigerator cabinets, the head of a purchasing department, or the foreman of construction — we know it takes more than conversation to sell you insulation material. You want facts. And there are plenty of facts to prove that Insulite combines all the qualifications for superior refrigerator insulation.

Insulite has low thermal conductivity — it is a wood-fiber product, chemically treated to resist moisture and is not subject to rot, mold or disintegration. It is odorless and will not absorb odors. Although light in weight, Insulite has great structural strength — wood framing can be reduced to a minimum.

Insulite is economical as it is furnished cut to size, ready for installation — reducing labor costs and speeding up production.

If you are not already using Insulite — may we send you a sample and additional facts which prove Insulite a superior refrigerator insulating board. — Just fill out and mail this coupon.

**THE INSULITE CO.**  
(A Backus-Brooks Industry)  
1200 Belden Exchange, Dept. 30H 737 Conway Building  
Minneapolis, Minnesota  
OFFICES IN ALL PRINCIPAL CITIES

Please send me your folder describing the advantages of Insulite for Refrigeration Insulation. Also, a sample of Insulite.

Name.....  
Address.....  
City..... State.....

# INSULITE

the Wood-Fiber Insulating Board

## RETAILERS

### Hear About Quick Freezing

(Concluded from Page 1, Column 5)

"The smaller packers have asked the question, 'Where do we come in?' One large packing company seems to be going into the idea on a tremendous scale. Others are still experimenting.

"Considerable wonder has been expressed as to why this new experiment was not first submitted and tried out with the retail meat dealers, the logical source of outlet. Was the system so weak that those behind the sales of quick-frozen meat were afraid that it could not be retailed through the regular channels? Or was it the desire to expand the source of retail distribution to every possible kind of retail business? Whatever the answer is to the above questions, one thing is obviously significant. Quick-frozen meats are not popular with the retail meat merchant, and for several very definite reasons.

"Primarily the excessive cost is comparable with similar quality of fresh meat on the block. In the final analysis — economical costs to the consumer must be the first consideration. Most of this meat must be aged before it is packaged. If it could be processed and packaged on the killing floor, greater economy could be effected, but under the present system the economy is lost.

"Packaging is also very costly. Add to this the present high cost of quick freezing, and production of packaged quick-frozen meat becomes prohibitive as compared to fresh meat prices of similar grade and quality.

"We find the relationship of fresh cut meats as against frozen packaged meat cuts recorded in the February issue of *Message*. Note in the table that follows the high percentage on certain cuts, and then remember that this system is supported by nationally known speakers and writers in various magazines and trade papers as being an economy and eliminating the wasteful (?) retailer:

Retail fresh cuts	Products	Frozen meat cuts
Price 100%	Middle cut pork chop	115%
100%	Ends of loin pork	128%
100%	Rib lamb chop	130%
100%	Loin lamb chop	127%
100%	Leg lamb chop	129%
100%	Lamb stewing pieces	151%
100%	Porter house steak	191%

"If it is necessary for those who are now packaging these meats at these prices, and they are known for 'efficiency and economy,' to price them is so much higher, why blame the little retailer?

"Packaged meats lack display appeal. They do not create desire on the part of the observer. Nothing is more fascinating and attractive than the vivid red and creamy white dominating meat displays in showcase or window. It is this appeal in fresh meats that creates sales. Remove this appeal and the consumption of meat is due for a tremendous fall. Add to the appetite appeal

of fresh meat the assurance to the housewife of United States Government graded products, and you will increase the consumption of meat tremendously. Private brands mean little unless they first have been United States graded.

"This packaged product is not classified and graded as to proper standards. Some may carry their own brand names, but mere brands without definitely standardized qualities do not mean much, with varying qualities. There is, under these conditions, too much of the 'cat in the bag' element in purchasing with no recourse for complaint.

"We warn you to be very careful in the sale of any package foods, as the retail merchant is held responsible for underweights. We deem this most unfair that there should be a conflict between state and federal laws, when the federal laws were amended a few years ago by the Bureau of Chemistry of the Department of Agriculture to include a 'package,' and provisions were made for 'reasonable variations and tolerances.' Many of these so-called reasonable variations and tolerances have been most unreasonable, yet under this interpretation of the laws considering weights and measures we are bound to have endless conflict and litigation.

"A recent statement given by the attorney general of Illinois states that the seller may be prosecuted for short weight packages. A retail merchant who sells to a consumer any commodity in package form, the net weight of which is less than that which is represented to be by the marking on the outside of the package, is subject to prosecution under provisions of the Illinois weights and measures act, the attorney general ruled.

"The manufacturer of the commodity would not be liable for any short weight made by a retail merchant to a consumer, it was explained, but would be liable for a short weight sale to a retail merchant which is made within the state."

## DOLE CASE

(Concluded from Page 1, Column 2)

storage to one pound of display is provided.

In ordinary daily use a temperature of from zero to 10 degrees above is maintained in the display case, and from zero to 5 degrees below in the storage case. The refrigeration unit is in the basement.

With the latest installation the Frosted foods line in this store presents an imposing appearance, and sales are said to be holding close to records previously made, notwithstanding the vacation handicap.

Another case that probably will make its appearance in stores where Frosted Foods are sold is made by the Rice Products Company, of New York and Detroit. This case has a display cabinet built along novel lines, and is not so high as the average display case, thus giving the customer a better opportunity to see the products within. Storage space is to be provided in a wall cabinet, which will have a capacity of 2,000 pounds.



## There's a Percival For Every Need

The Percival Porcelain Overhead Cooled Line includes:  
No. 200—Three-shelf All Display  
No. 310—Top Display only  
No. 410—Combination Display and Storage  
No. 710—Divided Two-temperature, 20-40  
Combination Display and Storage. One end for 20 degrees, one end for 40 degrees.  
No. 800—All Freezer—Combination Display and Storage. All one temperature at or below 20 degrees.

### Mail the Coupon

for complete specifications and special dealer proposition.

No matter what the display or cooling problem your customer may be up against, there is a Percival Refrigerator Display Case or Counter that meets his need exactly. Write us for detailed specifications of the Percival Line, and our special Dealer Proposition.

**C. L. PERCIVAL CO.**  
11th and Cherry St. Des Moines, Iowa  
Manufacturers of Quality Refrigerator Counters since 1912. Established 1886

## The Percival Line

of Refrigerator Display Cases and Counters

**C. L. PERCIVAL CO.,**  
Des Moines, Iowa.

Without obligation, please send special folder giving detailed specifications and full information about Percival out-of-the-ordinary sales units and your dealer proposition.

Firm Name.....  
Address.....  
City..... State.....  
I am particularly interested in your Model No.....  
Other specialty lines now being handled.....

## ICE CREAM

### Frozen in Just 15 Seconds

**Louisville, Ky.**—Ice cream can be frozen in 15 seconds, lard substitutes in 8, margarine in 10, eggs in 30, and orange juice also in 30 seconds, by a process invented by Clarence W. Vogt of this city.

Vogt has designed special equipment for his method of quick freezing of food products, a development which is now commanding tremendous interest in the food industry. Under the trade names of Vogtators and Vogt Instant Freezers, his devices are being marketed by Vogt Processes, Inc., of Louisville.

The Vogt freezers employ the direct expansion system of refrigeration, using a continuous operation method which is radically different from the older method of "batch" freezing.

Only a few quarts of mix are in the machine at one time as the product passes through, for the freezing chambers or barrels are relatively small in diameter. Air and ice cream are under pump pressure as they pass through the freezing cylinders. Both the ice cream and the air are constantly and accurately measured. Refrigeration is controlled automatically, while the speed of the freezer is manually controlled.

The unit combines instant freezing, congealing, or chilling under pressure, with intimate blending and homogenizing. Thus the cellular construction of the materials frozen becomes microscopically fine. Granular, lumpy, sandy structures and effects are entirely eliminated.

Vogt freezers are single, compact units, with patented automatic controls which regulate the quantity of the materials, air, and gases, as well as the degree of heat transfer and the processing speed.

The fluid being processed is never exposed. In older methods, particularly those dealing with lard substitutes, the material was applied in a layer to the outside of a large chilled revolving cylinder. During the chilling, and again during the scraping and subsequent whipping, the material was exposed to the atmosphere. Vogt freezers make it possible to shift from loose ice cream to brick and back with the operation of a few controls and within a few seconds. These machines have a capacity of several hundred gallons of ice cream an hour.

## WATER COOLERS POPULAR ON THE RIO GRANDE

**Detroit, Mich.**—During the last few weeks the Liquid Cooler Corp. has received orders from the El Paso Electric Company, Temprite distributor in El Paso, calling for a number of coolers of the wall type, white porcelain fixture, for installation on multiple jobs.

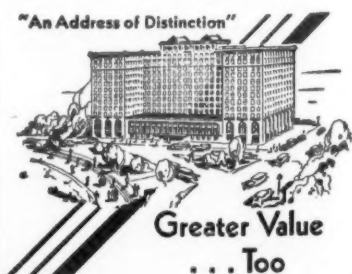
Three buildings which have Temprite coolers are: the Martin Building, using six coolers; the Roberts-Banner Building, five coolers, and the Caples Building, requiring six coolers. Besides the water coolers which this distributor has installed, there are also orders which he has secured for beverage cooling units.

The model Temprite beverage cooler which has proved most popular with this distributor is the 35-B1 single coil type cooler.

## FROZEN MEATS ON DISPLAY IN MILWAUKEE

**Milwaukee, Wis.**—In conjunction with local packers, the E. H. Schaefer Corporation, Milwaukee distributors for General Electric refrigerators, is staging a frozen and package meat show here August 7 to August 15.

Demonstrations and talks will be given before the hotel men's association and local grocers' organizations.



## Greater Value... Too

LIGHT, airy and spacious rooms, luxuriously appointed... tempting foods. Overlooking the quiet shores of Lake Michigan... quickly accessible to vacation pleasures and business activities. Value-for-your-money in every detail of service. Rates begin at \$5 a day. Permanent Suites at Special Discounts.

**THE DRAKE HOTEL, CHICAGO**  
Under Blackstone Management



## NEW ENGLAND

(Concluded from Page 1, Column 4)

opponents of the new products to say that the customer, for all he or she knows, may be buying any sort of cut. With two definitely labeled grades on sale, the General Foods Corporation will have an opportunity to demonstrate that quick freezing enables the public to buy meats of assured quality. The Blue grade will have to be definitely and noticeably better than the Red grade.

In addition to the new grade of meat, other new Frosted Food products will soon be available. A large quantity of asparagus has been successfully frozen in Oregon, and can be added to the line when needed to increase interest. Plans are also being made for the marketing of quick-frozen halibut and mackerel, as well as swordfish and codfish steaks. The latter two will be sold in individual portions with the bones removed.

Four more stores, two in Springfield and two in Holyoke, have been added to the list of retail outlets now selling the Birdseye products, making a total of seventeen. The two newcomers in Springfield are Red Riding Hood stores in West Springfield and East Springfield, both cash and carry stores, and the Holyoke establishments are the R. H. Market and Ritterman's Food Shop, both on Northampton Street.

Sales of the frosted foods have generally been good during the last two weeks. Chicken broilers, sold at prices ranging from 49 cents a pound upward, have been a strong feature, and with this stimulus some of the stores are said to have approached closely their best records thus far. With customers returning from their vacations, renewed gains of business from now on are anticipated.

### PROPERLY COOLED WATER INCREASES EFFICIENCY

Portland, Me.—Contracts for the installation of 54 General Electric water coolers, one General Electric domestic refrigerator and one Kelvinator commercial refrigerator at the Biddeford, Me., plant of the Pepperell Manufacturing Company, makers of Lady Pepperell sheets and pillow slips, have been signed with the Cumberland County Power and Light Company, distributors in Cumberland and York counties.

Installation of the 39 DP 3 S's and the 15 DP 1 S's, which will comprise the water cooling equipment at the plant, will be started late in August. The domestic type refrigerator, a G. E. S 42, will be installed in the hospital at the plant, while the Kelvinator commercial installation will be made in the cafeteria.

About 5,500 persons are normally employed in the Biddeford plant of the Pepperell firm, which also has plants at Lyndale, Georgia; Lowell, Mass.; Apella, Alabama; and a bleachery in Lewiston, Me.

This will probably be the largest installation of electric water coolers for drinking purposes ever made in Maine and is believed to be one of the largest in New England. The management of the plant is convinced that the efficiency of the workmen will be increased by drinking water which is cooled to the proper temperature. The cost of installation is estimated at \$25,000 to \$30,000. Halsey-Taylor fountain type bubblers will be used on the water coolers.

### HOME SERVICE WORK PLEASES CUSTOMERS

Augusta, Maine—A trained home-maker who knows whereof she speaks, Mrs. Caroline Knickerbocker, is now a home service worker for the Central

Maine Power Co. Her husband, a postmaster, concurred with Mrs. Knickerbocker in her firm belief that an electrified kitchen was the best panacea for all housekeeping ills.

Hence, after his death, it was a natural transition for her to become a professional advocate and demonstrator of electrical appliances for the home. Working in and out of Waterville, Mrs. Knickerbocker makes personal calls to homes, following up sales to make sure that customers know how to use their electric refrigerators and other appliances properly.

## THOUSANDS

Of Essays Swamp G. E. Offices

Cleveland, Ohio — Thousands upon thousands of letters telling "Why I want a General Electric refrigerator" were submitted in the RKO-General Electric refrigerator contest recently conducted in Radio-Keith-Orpheum theatres throughout the United States. G. E. refrigerators went to the prize-winning letter writers.

Talking pictures relating the "on the top" story were run in the theatres, in the lobbies of which were refrigerator exhibits and attractive "Miss General Electric." The latter handed out information regarding the contest, together with entry cards, to the theatre patrons as they left the show. Essays were to be returned to "Miss General Electric" on the following week, at which time another G. E. film was exhibited.

This plan was followed up with considerable enthusiasm in a number of cities. Applause greeted the "on the top" film in Detroit; nearly 200,000 saw the films in Minneapolis and St. Paul, where presentation of a G. E. refrigerator to the winner took place on the theatre stage; Rex Cole wrote personal letters, thanking theatre managers, judges and participants in each of Greater New York's 25 RKO theatres; in the lobby of the Omaha, Neb., Orpheum, the Storz Electric Refrigeration Co. placed a commercial job which contained Cudahy quick-chilled packaged meats.

### CAMPBELL-HILL TO OFFER LOW TEMPERATURE CASE

Milwaukee, Wis.—Announcement is expected to be made shortly concerning a new low temperature freezer case made in this city by the Campbell-Hill company. Although complete details concerning the new case have not yet been announced, it is known that it represents several distinct features for the display of frozen foods. It is understood that the new freezer requires no defrosting, does not allow fog and sweat to settle on the glass and preserves meats free from shrinkage and discoloration.

### TO FREEZE SEA FOODS

Los Angeles, Calif.—A certificate of public convenience and necessity has been granted to the Union Ice Company, to engage in the public cold storage business at Wilmington, Los Angeles Harbor, for the freezing and cold storage of fish and sea food products.

## The Imitation Food Products Co.

(Branch of The Artistic Production Co.)

107 Lawrence Street  
Brooklyn, N. Y.

Ask for our catalog of January 1, 1930.  
Direct sales only. "Indispensable with refrigerator display."

### REALISTIC FOOD AFTER TROPICAL MARKET

Newark, N. J.—Realistic Food Products Co. has developed a line of imitation food products for refrigerator cabinet display purposes. Plaster composition is used in making the imitation products and when finished they appear quite realistic. The plaster composition is not affected by heat. Included in the display set are vegetables, fruits, meats, dressed chickens, jelly and other articles numbering about thirty in all.

Herman L. Rosenthal, who designed the products, is in charge of production and Sidney S. Fauer is sales manager. They are developing the South American market because the demand for non-melting display items is greater in the tropical countries.

### FRIGIDAIRES PUT TO MANY USES IN RESTAURANT

Pittsfield, Mass.—Shire City Restaurant has installed Frigidaire equipment. This installation includes a built-in refrigerator, kitchen cabinet, two ice cream cabinets, two soda bottle coolers and a water cooler. The service was sold by L. R. Sweatland, Inc.

### ANOTHER BAKER SWINGS TO REFRIGERATION

New Haven, Conn.—Kelvinator Refrigerating Company, 60 Orange Street, has installed a refrigerated display case with 1/2 h.p. unit in Otto Weymann's Home Bakery and Delicatessen, 325 Howard Avenue. The case was built by Walman Store Fixtures Company, 300 East Street, New Haven.

Of late, many bakers in this country have been installing electric refrigeration. They find that electric cooling is helpful in cooling water used in mixing dough and keeping perishables in good condition.

## "Two-Profit" Sales to

ESCO is the "reason-why" your prospect will want a refrigerating unit. Sell him an ESCO to do a definite job and you will also sell him the corresponding unit. One sale—two profits.

Esco Milk Coolers for Dairy Farms open up a vast sales field for your present organization. Esco Coolers for Bottled Milk give you a much wanted proposition for the Milk Dealer. Esco Ice Makers and Soft Drink Coolers sell to hotels, restaurants, clubs, etc.

Without these great prospects you are merely scratching the surface of your opportunity

National advertising, sales helps, data tables—everything to help you. Ask us about it today.

**Dairy Farms  
Milk Dealers  
Hotels  
Restaurants  
Town Clubs  
Country Clubs  
Etc.**



**ESCO CABINET CO.**  
WEST CHESTER, PA.



## Recommend



Actual photograph of Grand Union Co. Store, 26 Madison Ave., Dumont, N. J., which is completely equipped with Hill Dry-Cold fixtures.

Meat display case is Model 400; carried in stock ready for immediate shipment.

Regardless of your own display case experience, is it not possible that you are missing something? Would you not like to investigate the Hill Dry-Cold case and compare it with others? Does it not seem logical that the Hill Dry-Cold case offers greater value as well as all-around satisfaction, when you consider how completely the Hill Dry-Cold is sweeping the East? You know, too, that this preference for the Hill Dry-Cold, which has existed for years, is stronger today than in any previous time of Hill's forty years' history. We have only held this remarkable popularity solely because of clear-cut leadership and honesty. If you will ask a user, we believe you, too, will be recommended Hill equipment.

**The HILL Dry-Cold**

## DRINKING WATER SYSTEMS

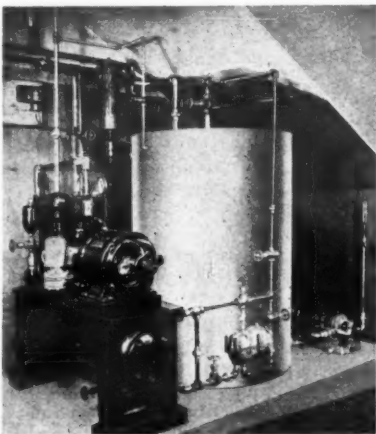
The **FRICK** Way

The Drinking Water system illustrated is especially adapted to office, bank and public buildings. Hospitals and industrial plants are also large users.

Refrigeration for this system is provided by a No. 1 1/2 Unit and a pressure tank, with float control. All of which occupies a small space.

Write for Bulletin and Estimates

**Frick Company**  
WAYNESBORO, PA. U.S.A.  
ESTABLISHED 1897



Frick Drinking Water System installed in Frick Company's home office

**C. V. HILL & CO., INC.**  
TRENTON, NEW JERSEY



## REFRIGERATED FOOD SECTION ELECTRIC REFRIGERATION NEWS

The Business Newspaper of the Refrigeration Industry

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August 13, 1930

### Wide Open

EVERY new industry has its problems. Some of them are solved with comfortable celerity and others prove stubborn and defy solution. That is the situation in this fast spreading new industry of quick freezing. Certain prejudices against frozen foods have turned out to be far less widespread and deep rooted than was generally anticipated. On the other hand problems that looked fairly simple a few months ago, are unsolved.

It begins to look as though the provision of refrigerated storage and display cases for quick-frozen products is distinctly in the latter class. The producers of the new frozen foodstuffs state with considerable emphasis that they are still waiting for the refrigeration industry to design and manufacture the much needed equipment.

To those men in the refrigeration business who have been working along under the impression that everything was pretty well settled, that General Foods, for example, was satisfied with the handling of the Birdseye products at Springfield, this news may come as a surprise. It ought to be a pleasant surprise to the man who has the brains and ingenuity to keep hard at work on the problem until he has a satisfactory case. But pleasant or unpleasant news as the case may be, it is true. If ever a field was wide open, the case situation with regard to quick-frozen foods is wide open today.

Any case manufacturer who thinks that he has a product that will do the job will find plenty of ready listeners among the producers of quick-frozen foods. But he will have to prove his point, or at least present so convincing a proposition that it will be deemed worthy of trial.

And there is one thing that he should keep uppermost in his mind. Quick-frozen, packaged foods are new, they present new requirements. Take the mere matter of design. Nearly all of the cases made thus far have followed fairly closely the design used for display cabinets before quick-frozen foods came into the picture. Big display space has been provided and an attempt has been made to furnish ample storage capacity as well. In general appearance each case has looked like every other; the differences have been in details.

Is this what the producers of quick frozen foods want? There are strong indications that the answer to that question is an emphatic "No." What has been the experience at Springfield? In some recent remarks at a public meeting, Marion Harper, vice president of General Foods Sales, said that in four months only one woman had insisted on looking inside the carton before buying. What has happened every Saturday at Springfield? In the Refrigerated Food section of May 7th, the following sentence appeared: "A visible evidence of repeat business may be witnessed any Saturday in a number of the stores, where big piles of cartons containing roasts may be seen beside the refrigerated cases. . . here in Springfield at this time the demand for the larger cuts has outrun the capacity of the storage space available."

What do those two statements—one of them made three months ago—mean? Do they not fairly shout the news that something different is needed for the proper handling of quick-frozen foods? Should storage and display necessarily be in the same case? Isn't it a fairly simple matter to separate them, putting the display in front and the storage behind the salesman? Must said salesman get down on bended knees or do a diving act every time he waits on a customer?

These are the questions that the producers are asking. Is the refrigeration industry going to answer them in satisfactory fashion by bringing out cases scientifically designed for the new problems presented by a new product? Some manufacturers already are experimenting with new designs, are forsaking their old models, and branching out in new directions.

But the demand is going to be greater than the supply and there is a chance for everyone. General Foods will probably expand its activities before long, the Swift branches all over the country are introducing that organization's new products, Wilson and Cudahy are in the field looking for business wherever they can find it. As recorded on another page a new sales experiment is under way at Muncie, Indiana, and cases without display and cooled by dry ice are being used. Right on this page is a prediction in regard to quick-frozen products by one of the best known business writers in the country.

The field is getting bigger every day, and to the maker of cases it is still wide open.

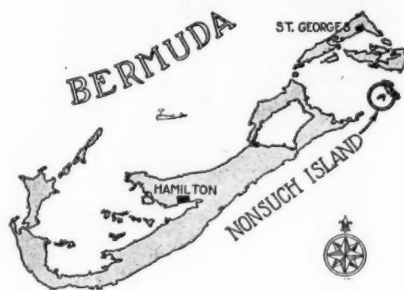
## Refrigeration Aids Science Once More

### BERMUDA OCEANOGRAPHIC EXPEDITION

THIRTEENTH EXPEDITION OF THE DEPARTMENT OF TROPICAL RESEARCH

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Field Assistants



Field Station: April to November, 1930  
NONSUCH ISLAND  
BERMUDA

Studio: 80 WEST 67TH STREET  
NEW YORK CITY

Laboratory: NEW YORK ZOOLOGICAL PARK  
NEW YORK CITY

June 21st, 1930

Dear Mr. Aitken:-

A line to tell you how well the General Electric Refrigerators are running. The one for the food is perfect but the smaller one in the laboratory is the one which interests me most, and it has done nobly in keeping deep sea fish cold and in health until we can study and photograph them. I only wish a still smaller one was made which I could send out on the tug to the place where we bring up the nets. We could keep many more alive then.

Sincerely yours,

William Bebe  
Director

Perhaps live fish from the ocean depths preserved for scientific study have no place in the Refrigerated Food Section, but here they are.

## REVOLUTION

Ahead in Food Business Says  
Floyd W. Parsons

IN the latest instalment of "Everybody's Business" which appears in the August 6th issue of Advertising & Selling, Floyd W. Parsons describes quick-freezing as one of the new industries that will be a vital force in the nation's development in the next ten years. Mr. Parsons believes that the decade which is just beginning will be marked by tremendous progress.

"Of immediate interest is the change that is taking place in our food industry. People were prejudiced a few years ago against frozen foods, and properly so. A piece of frozen meat was about as tasteless as ginger ale that had been standing overnight in an un-corked bottle. Then came a new vision. It was proved that the use of cold as a method of keeping foods fresh was all right, but we didn't use enough of the cold. Studies disclosed that it was wrong to freeze foods slowly at comparatively high temperatures.

Research has proved that when foods are frozen quickly at temperatures far below zero—50 degrees below is now used—they can be thawed out later and cooked without loss of their original color and flavor. These congealed foods afterward must be kept constantly at a temperature about 20 degrees below the freezing point.

"Here we have a new process that promises to revolutionize the distribution and merchandising of edible products. It means a great change in transportation and storage facilities, and new kinds of food stores. These modernized retail establishments will be grocery stores, meat and fish markets, delicatessens, and dairy, fruit and vegetable markets all rolled into one. They will sell only products put up in sealed packages of convenient size ready to be handed to the consumer. One entire side of this new type food shop will be a great refrigerating display case having an inside temperature far lower than the temperatures now employed.

"So startling is this new conception of food handling that business leaders do not yet know what the outcome will be. Probably all of our meats will be handled in consumer packages, ready for cooking. We will buy fresh vegetables as we now buy trade-marked brands of coffee and crackers. Milk, cream and butter will be held over from months of peak production to months of scarcity, thereby flattening out the price curve. In case of necessity, a large part of any bumper crop, such as strawberries, may

be held over for a year or more, in this way preventing the producer from being hit below the belt. Possibly the citrus-fruit growers will now be able to market the juice of millions of oranges that are too small to sell at a profit.

"Quick-freezing at sub-zero temperatures not only hastens production, but results in smaller ice crystals, thereby giving the ice cream a finer texture. The use of fresh-frozen fruit will soon be taking the place of canned fruit, improving the flavor, and the use of better grade of powdered milk will increase the solids in the finished product. Through the employment of dry ice, which produces a temperature as low as 114 degrees below zero, markets are being extended and deliveries facilitated. All of this means much to a great industry distributing 275,000,000 gallons of a single product that has an annual retail value of about \$350,000,000.

## BEVERAGES

Right From the Refrigerator

Philadelphia, Pa.—Here's a novel advertising stunt. Cool, refreshing drinks, served by pretty girls in natty uniforms inside a theatre at no cost to patrons or theatre management, is the idea worked out here in conjunction with the General Electric refrigerator distributor and a beverage manufacturer. Result: advertising for the refrigerator, the theatre and the beverage at very little cost.

The manager of the Commodore Theatre here entered into negotiation with the Blue Anchor Beverage Company, one of the city's largest purveyors of ginger ale, fruit juices and flavored syrups. The beverage company agreed to furnish a varied list of drinks to theatre patrons. Both the theatre and beverage company then contacted the Judson C. Burns Company, General Electric refrigerator distributors, which furnished refrigerator equipment to take care of the needs. The beverage company agreed to service the refreshment booth and supply girls to serve the drinks, and it agreed to pay for all advertising, including a trailer, announcing the service.

So successful was the stunt that the service was expanded. The same arrangements have been made for forty other neighborhood houses. Where there are continuous performances, the company employs extra girls to work in shifts. Arrangements, too, are under way to place similar booths in the six first run de luxe houses.

In many of the houses the service will be continued up to September first. In others the service is placed for from two to four weeks. The thirsty patron has only to walk to the attractive booth, name his or her choice of drink, and then enjoy a refreshing beverage.

## TELEPHONE

Building in Indianapolis Is  
Served Equipped

Evansville, Ind.—Two Serval machines and special pressure water tank were installed last month in the new Evansville Exchange of the Indiana Bell Telephone Company. The building and equipment incorporate the very latest design in every detail.

Plans and specifications for the building and equipment were drawn by Vonnegut, Bohn & Mueller, architects of Indianapolis. There are at present eleven bubbler outlets on the six floors served by eight hundred feet of 1" and 3/4" circulating line. All of this line is covered with 1/2" moulded cork insulation. The water is circulated by a 1/2 hp., 16 G. P. M. centrifugal pump. The 150-gallon tank is of welded steel construction built of 3/8" boiler steel, galvanized inside and outside. Submerged in this tank are two spiral coils of 3/4" galvanized steel pipe, providing two distinct cooling units with separate inlet and outlet.

The tank is insulated with three inches of Armstrong cork lagging with 4" disc heads of the same material. This cork is securely cemented to the tank, the seams filled, and the entire surface has two coats of asphaltum paint. It was then covered with canvas and painted to match the basement finish. Even the water supply lines are insulated.

Two model 100-AW Serval machines with 1 1/2 hp., three-phase motors, provide a maximum refrigerating effect of approximately one and one-half tons daily, if forced to continuous operation under water cooling conditions.

The system is wired in such a way that under normal circumstances both machines are started and stopped by a single magnetic switch, and both run at the same time. One low pressure switch is set to control both machines, and the other low pressure switch is shorted out of the circuit. A simple throw of a double pole double throw switch sets the control over on the other machine. By throwing a main line switch between the magnetic relay and the motor, either machine can be cut off without interfering with the other.

This is the fourth large water cooling job to be installed by Serval in Evansville. Earlier installations of heavy equipment were: General Cigar Company, 75-AW with 200-gallon tank; Evansville Auto Hotel, 100-AW with 250-gallon tank, and Central Union Bank Building, two 100-AW's and 350-gallon tank. All are proving satisfactory.



## RECALCITRANT

### Prospects Invited Into Omaha Kitchen

Omaha, Neb.—"When the salesman find a real hard prospect and fail to sell a Kelvinator in a specified time, that prospect is turned over to the Home Service department," Miss Madeline Bohlson, director of that department for the Nebraska Power Company of Omaha, said. "It is an honor and all my power is exerted in showing why and what the refrigerator will do. Price is never mentioned. The big thing is to interest the prospect. That is best done at the Home Service demonstrations held in the model kitchen of the Nebraska Power Company every day save Saturday, except through the months of July and August, when demonstrations are given twice each week only."

The model kitchen is on the second floor of the Power Co. building, Harney and Seventeenth. The lecture room proper is 21 x 28 feet, with the kitchen taking a space 8 x 15 feet. Of course, the auditorium has comfortable seats for the prospects, tables for serving the foods prepared during the lecture, while the kitchen—"Well, that is my pride," said Miss Bohlson, "and any criticism of that hurts. The arrangement is such that will save many steps during the preparation of a meal. The photo brings out the arrangement clearly, and experience has proved this arrangement the best as far as saving time and work is concerned. There is no guesswork about it, as a record has been kept."

The contents of the kitchen are the electric refrigerator, the corner cabinet, the handy kitchen cabinet with the electric dough mixer on one end, the small table with chair, the electric range, the toaster, percolator, and the electric dish washer, with some extra pieces shown to the extreme left. The scales and telechron clock are a part of the furnishings.

#### Four Lectures a Week

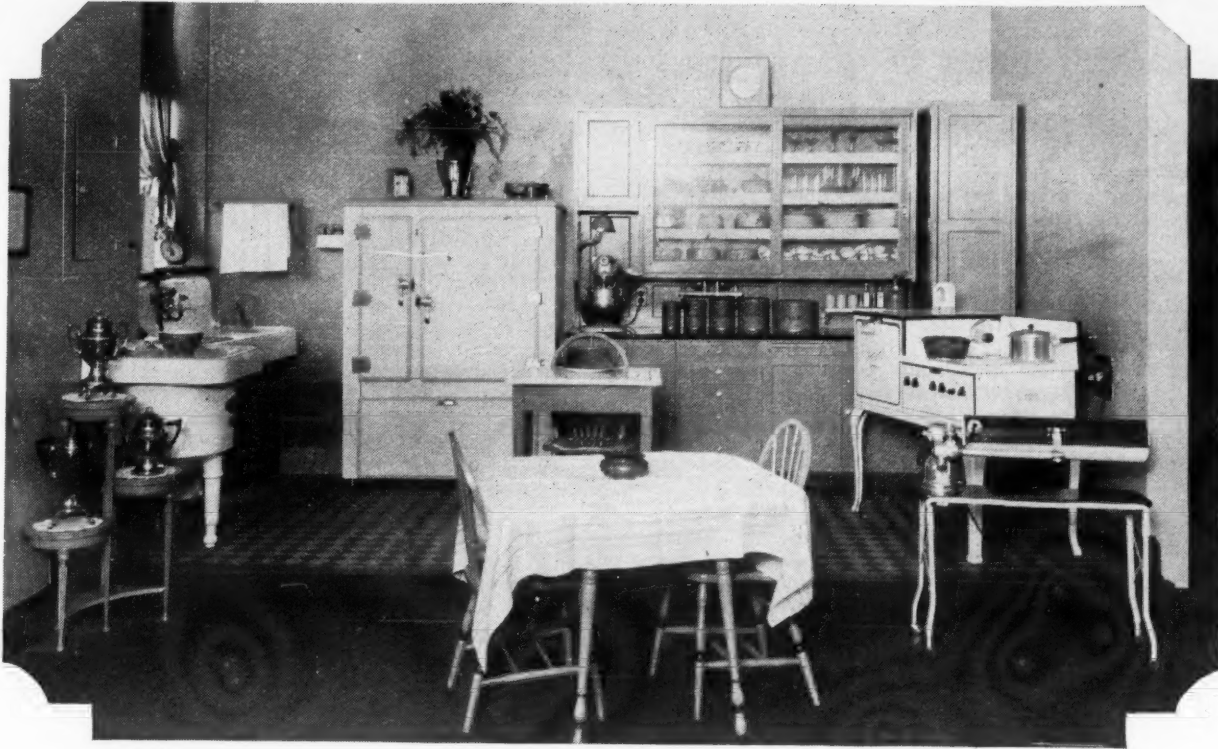
Miss Bohlson gives a lecture to all comers Monday, Tuesday, Thursday and Friday afternoons. That means she demonstrates all the electric kitchen equipment shown here, including Kelvinator. Salads frozen in the refrigerator are a part of the foods served at these gatherings, which generally reach fifty. Now comes her real hard work as regards the selling of refrigerators. Wednesday afternoons are devoted to demonstrating Kelvinator alone. The salesmen have previously turned in all prospects where they failed to make a sale. Miss Bohlson sends out a special invitation to all these to be present Wednesday afternoon.

"At these special Kelvinator meetings the thing that is attempted to be shown is how the refrigerator operates, what it will do, food preservation and the low cost when extended over a period of sufficient duration. The cost of maintenance as shown by actual check is also made plain. Following all this, some delicacy prepared in the presence of the ladies early in the lecture is later served. Convenience is stressed during the serving. The work is well worth while, as it is very seldom the afternoon fails to land one or more customers. No, this department will not sell, nor even quote a price on the refrigerator. The sale is the duty of the salesmen. My duty ends when I have brought the prospect to the buying point," said Miss Bohlson.

#### Kitchen is Sales Force

In speaking of this work, Mrs. Wayne Marsh, sales manager of the electric shops of the Nebraska Power Company, stated: "The model kitchen is one of the greatest sales forces we have. The ladies of this day are looking for equipment that is better and also will save time for them. The model kitchen is the proper place to demonstrate just what can be done. Not only that but the service feature permits each one present to try the food product prepared at the time. That is very con-

## Completely Equipped



"My kitchen is my pride," says Miss Bohlson of Omaha.

vincing. This department not only aids us in selling all electric kitchen equipment, but has proven extra good in removing doubts as to electric refrigeration. The salesman may give up the prospect, yet Miss Bohlson very often succeeds in making an enthusiast of some of these slow prospects."

Another very profitable selling stunt in connection with the model kitchen has been to invite all the ladies of a certain lodge, or church society, to be present on a certain day. The company pays the society twenty-five cents each for every attendant, provided the attendance is 100%, otherwise but 15 cents. In this way Miss Bohlson has a sufficient number of prospects present at each demonstration. "If I can get them in the auditorium, the results are always assured," asserted Miss Bohlson. The Nebraska Power Company's salesmen give the Home Service Department full credit for its help in closing sales. Nearly every man on the list owes several sales to the persuasive work of Miss Bohlson, in her model kitchen. She catches the ones that nearly get away.

The Nebraska Power Company maintains the same service in Council Bluffs, Iowa, as is done in Omaha. Outlying stations receive the demonstrations each week. These are: Valley, Hooper, North Bend, Ashland and Louisville, Nebr., and Glenwood, Iowa. Others will be added as fast as the Power Co. extends its high-tension wires. Whenever the company wires into a new town the home service department immediately follows.



Miss Madeline Bohlson

### NU WAY CASES IN MINING COMPANY'S STORE

Bisbee, Ariz.—The Lowell branch store of the Phelps Dodge Mercantile Company has recently been equipped with two Nu-Way mechanically refrigerated display cases.

The contrasting black and white colors of the inlaid marble front of the display cases are causing considerable interest in Bisbee's latest installation. The Nu-Way Fixture Co., Los Angeles, Calif., manufactured the cases, and installation was supervised by P. A. Swanson, Nu-Way representative at Phoenix.

### INTEREST IN COMMERCIAL EQUIPMENT INCREASING

Cleveland, Ohio—Interest is increasing rapidly on the part of merchants and others in commercial electric refrigeration in the south, according to M. T. Bard, of the commercial division, electric refrigeration department, General Electric Co. Bard has just returned from a visit to distributors in several southern cities. He visited General Electric men at Houston, El Paso, San Antonio and Biloxi, Miss.

## Refrigerators

**Tested • Both Ice and Mechanical**  
Refrigerators Tested for Performance in our Refrigerator Laboratory. This service is unique for the Manufacturer or Distributor.

We invite your inquiries.

**George B. Bright Co.**  
Refrigerating Engineers and Architects  
2615 12th Street, Detroit

## They Will Not Melt

### Realistic Food Products

A complete assortment especially designed for refrigeration display.

27 ARTICLES FOR \$20.00

**Realistic Food Products Co.**  
266 Fabyan Place NEWARK, N. J.

# For refrigerators...

# A special kind of Celotex with increased insulation efficiency

**THE** Celotex used by most of the leading refrigerator manufacturers is a special Type of Celotex—with unusually great resistance to the passage of heat.

Made from long, tough fibres of cane, it is fabricated by special processes that increase its insulating efficiency to the highest possible point.

The uniformity of Celotex Refrigerator Insulation is guaranteed by The Celotex Company. It fully satisfies the rigid requirements of refrigeration engineers.

No joints or seams in this insulation. Celotex comes cut to fit exact specifications so that each insulated area is covered with a single, rigid board of just the right length, width and thickness. There can be no open joints or seams through which heat leaks in. And Celotex Insulation can never settle, sag, or break loose with time.

Adds lasting strength to cabinets. The great tensile strength and rigidity of Celotex is important. For cabinets are subjected to constant weaving strain caused by changing room temperatures. Celotex reinforces the framework... braces the walls of the cabinet... adds to the life and serviceability of the refrigerator.

Carefully sterilized—entirely odorless. The cane fibres are cooked and washed, removing all impurities... sterilized at a temperature of 420° F... and waterproofed to prevent moisture

absorption. The fibres themselves are entirely odorless. You can be confident that your insulation is perfectly sanitary in every way.

### Use These Facts to Close Sales

Salesmen who talk *Celotex*, capitalize the nationwide acceptance of Celotex as effective insulation.

Tell your customers that the Celotex in your cabinets has even greater effectiveness than the Celotex they know.

Then follow up with these other vital points of superiority to close your sale.

### THE CELOTEX COMPANY

919 North Michigan Avenue  
CHICAGO, ILLINOIS

In Canada: Alexander Murray & Co., Ltd., Montreal  
Sales distributors throughout the World

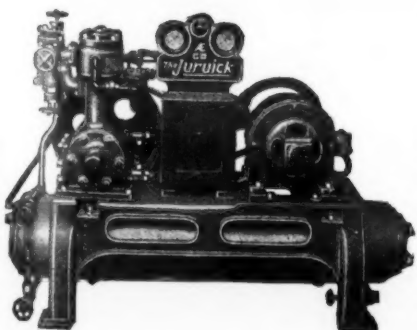
The word  
**CELOTEX**  
(Reg. U. S. Pat. Off.)

the trademark of and indicates manufacture by  
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# CELOTEX

BRAND  
INSULATING CANE BOARD  
REFRIGERATOR INSULATION

## JURUICK REFRIGERATION



There is a type  
for EVERY need

A complete line of JURUICK AUTOMATIC units and AMMONIA COMPRESSORS of one-quarter ton to 40 tons refrigerating capacity provides economical service on big or little refrigeration jobs.

JURUICK insures smooth, silent performance, has automatic control, is easy to operate. It costs little to install and is easy for dealers to sell.

**AMERICAN ENGINEERING COMPANY**  
2420 ARAMINGO AVE., PHILADELPHIA, PA.



**DETROIT'S  
GREAT  
HOMELIKE  
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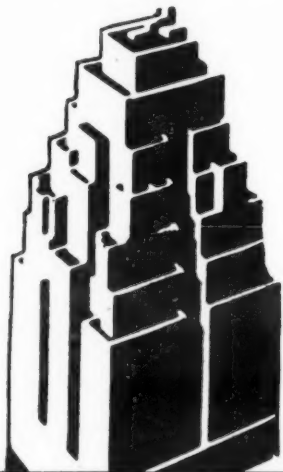
IN THE VERY HEART OF DETROIT

THE TULLER is the headquarters for tourists and travelers. Delightfully furnished, homelike atmosphere. Abundance of air and sunshine, large, spacious lobbies and lounging rooms. Famous for our restaurants.

**800  
ROOMS WITH BATH  
\$2.50  
and up**

**HOTEL TULLER**  
Facing Grand Circus Park  
HAROLD A. SAGE, Manager

**BUSINESS  
MEN  
say "it's  
GOOD  
BUSINESS  
to stop at  
the NEW YORKER"**



THERE'S something pleasantly prosperous in the sound of "You can get me at the Hotel New Yorker". That's just one of the reasons so many business men are always registered with us.

Another important point is the New Yorker's location. It's so easy to reach... from anywhere. And the tunnel which connects it with the Pennsylvania Station has saved many a precious appointment. B. & O. Motor Coach connections, too.

The New Yorker has 2500 rooms, every one with radio, tub and shower bath, Servidor and circulating ice water. There are four popular-priced restaurants. Rates from \$3.50 a day. 85% of the rooms are \$5, or less. There isn't a better buy in town!

Manhattan's Largest and Tallest Hotel

**THE  
NEW YORKER**  
Ralph Hitz, Managing Director  
34th St. at 8th Ave., N. Y. C.

## Dr. Julius Klein Discusses Refrigeration on Radio

Assistant Secretary of Commerce Puts Emphasis on Quick Freezing

LET me take you for just a moment to one of the busiest spots in Washington—the office of President Hoover in the executive wing of the White House. In midsummer this used to be one of the very hottest places in the District of Columbia. But today, no matter what the weather is outside, that office is very pleasant—thoroughly encouraging to the high-pressure activity that goes on within those walls. That is the result of cooled and conditioned air—"manufactured weather"—just a single illustration of the highly significant advance of a vigorously progressive American industry and business.

I believe it was Mark Twain who once remarked that "everybody is always talking about the weather—but nobody ever does anything about it." That still holds true for the great outdoors. Nobody has done anything as yet about the weather on our golf courses or ball parks—as some of you have doubtless found out in the past few days.

In the modifying and controlling of our "indoor weather," it was always a one-way proposition in the past. We could make it warm in cold seasons, but when the torrid season arrived we had to resign ourselves to it. We had to "take it and like it," and try diligently to cultivate a philosophic calm.

### Taming the Weather

But within the past few years, as all of you are well aware, engineers have begun to refute Mark Twain's satirical assertion by going ahead and "doing something" about this indoor weather during the summer months. And so the art, the science, and the business of refrigeration have been advancing recently with giant strides. I want to tell you, briefly, about some of the phases of that growth.

We find "manufactured weather" in motion picture theatres, department stores, and other places where people congregate; and in July and August it is generally a great relief to enter one of these retreats for a few hours of genuine relaxation. One of the best known of these installations is in the Capitol Building at Washington.

The strictly commercial aspects of "cooling for comfort" are interesting, I think. Manufactured weather in a theatre can be furnished at a cost of about 2 cents per performance, and the public seems more than willing to pay that equivalent of a postage stamp for this added comfort.

Manufactured weather can be furnished in restaurant or cafeteria at a cost of not over 2 cents per meal (an exceedingly cheap form of advertising and "patronage-appeal"). In large

offices atmospheric conditions can be controlled at a cost of 1 cent per man-hour, and it certainly seems probable that human efficiency under controlled conditions of temperature and humidity would more than justify the cost of arranging for these more comfortable surroundings.

In the old days our textile industry had to hunt humidity; now it can make it. In a knitting mill the cost of air conditioning amounts to about one-half cent per pair of hose produced; and not only is human comfort enhanced, but business experience has proved that the capacity of the plant can be substantially increased, because in controlling the moisture content of the air we also control the tendency of the fibers to curl and twist about. So we get a better product, and more of it, through the use of "manufactured weather." It is estimated that the application of temperature-and-humidity control in American industries now results in savings in excess of \$15,000,000 a year.

It was not so many decades ago that mother had to hang the butter and meat down the well to keep them cool. Then the next stage was where ice was harvested in winter, stored in crude buildings (packed in sawdust), and taken out from time to time as the hot season advanced. Altogether, that was a distinctly primitive operation—yet we must not forget that in the early days of our national life the promoters of that ice business in New England were so enterprising that they exported ice halfway around the world in the famous old clipper ships, to the hot country of India.

### Fifty Years Ago

About 1880, some fifty years ago, manufactured ice reached a commercial stage. At that time there was much misgiving as to whether ice could be manufactured cheaply enough to compete with a product furnished gratis, and in great abundance, by Mother Nature. And there were plenty of people who considered it unnatural to shock the system with cold refreshments; dire forebodings were voiced with regard to the consequence we would suffer if we indulged in cold drinks and cold food.

Be all that as it may, in this country have been indulging more and more liberally in these chilled refreshments, with the result that we use four times as much manufactured ice per capita as we did in 1914—the curve is still going upward—and we have not died off yet.

Probably the commonest illustration of development in the refrigeration industry is the household mechanical refrigerator. Perhaps you do not recall that the first of these was made as re-

cently as 1914, and it required ten years, or until 1924, to sell ten thousand of these units. But at the present time ten thousand of them are absorbed by the American buying public in four days. Six hundred and thirty thousand units were sold in the year 1929.

Electric and gas refrigeration still finds a vigorous rival in the older type of refrigerator and the artificial ice manufactured by so many companies throughout the country. There is a good example there of the admirable effect that competition often has. The ice companies realized at once that sharp competition had developed, containing the acute possibility of danger to their interests. So most of them have been stimulated to a new activity, becoming more alert and energetic. They have undertaken research. They have improved their customary functions, striving to obviate such features as were considered disadvantageous or a basis for complaint. They have spent large sums of money in educating the ice man to render prompt, courteous and efficient service.

### Efficiency Increased

The ice companies have been showing a keener interest in the firms that manufacture ice refrigerators; the latter, in turn, "got busy" and increased very materially the refrigerating efficiency of their output. In spite of the progress of domestic and other small ice-making apparatus, Mr. Leslie Smith, the secretary of the National Association of Ice Industries, tells me that the sales of ice have increased steadily in the last ten years; in only one year (1926) has there been recorded a decrease. In 1919 we bought a little less than 32 million tons of ice from manufacturers; in 1929 the figure had increased to more than 53 million tons, and, in addition, we used eight million tons of natural ice. And the industry seems not content merely to hold its own, for the figures for the first six months of this year indicate an increase of eight per cent over last year.

And all this has put the mechanical-refrigeration people "up on their toes" in even keener enterprise—trying to bring their own products constantly nearer to perfection. It is a salutary rivalry, in which there is evidently "room enough for all," and we consumers of refrigeration benefit.

And more freely used is the so-called "dry ice" which has lately been introduced. Occasionally you will find an ice cream store advertising that, with a container equipped with an appropriate charge of this "dry ice," it is possible to take ice cream on a 12-hour trip and still have it satisfactorily firm. This "dry ice" is frozen carbon dioxide, with which we all became acquainted in our physiologies.

One of the difficulties that is being experienced in developing commercial uses for dry ice arises from the fact that it is too cold, and unless carefully controlled will freeze the products with which it comes in contact. If you place

a piece of beefsteak between two blocks of dry ice, in perhaps 20 to 30 minutes it will be frozen so hard as to break like a tile if you drop it on the floor.

But one of the most important new applications of refrigeration appears to be the so-called "quick freezing." Heretofore we have felt that it required a temperature of 20 degrees Fahrenheit, or perhaps even zero, applied for, say, six hours, in order to chill beef or fish or other products placed in cold storage, and afterwards these products were maintained at a temperature designed to prevent deterioration. It has also been observed that in freezing meat in this manner there was a loss of perhaps 5 per cent in weight; and subsequently when the meat thawed there was a further loss of juices, which was taken as a matter of course.

But not long ago some of these learned laboratory experts got busy. Now here is an important fact in this connection. In the production of sugar the size of the grain can be controlled by the length of time the sugar is left in the crystallizers. In other words, these crystals grow the more the process is prolonged. Similarly, it is now understood that if meat is frozen slowly, ice crystals in the meat are given time to

## Cool Judgment

ON a hot Sunday evening last month the calm and cool voice of Dr. Julius Klein, Assistant Secretary of Commerce, was heard over the radio talking about refrigeration. Since that evening, the editors of Electric Refrigeration News have been asked time and again if they had heard that splendid radio talk on refrigeration. The interest in Dr. Klein's remarks seems so great and widespread, that his entire speech has been obtained and is printed herewith.

Dr. Klein, who was President Hoover's right hand man while the President was Secretary of Commerce, is known throughout the country for the keenness and clarity of his judgment. That portion of his speech which deals with quick freezing and the possibilities presented by that method of preparing foods, can be depended upon to be the result of clear thinking and thorough consideration. Dr. Klein is not given to snap judgments. He doesn't open his mouth unless he has something well worth while to talk about.

The speech was delivered through the courtesy of the Columbia Broadcasting System from Station WMAL, Washington, D. C.

grow and grow to such a size that they destroy the walls of the cells, making it possible for the juices to run away. If, instead of doing this, the meat or fish is suddenly subjected to a temperature of perhaps 50 degrees below zero, it is frozen so much more quickly that the crystals do not have time to grow and the cell walls are not destroyed. The result appears to be a greatly improved product—in fact, one that is substantially the same as the fresh product.

But a number of other considerations enter here. In order to freeze quickly, it is also desirable to have the meat or fish cut as required for final use; and so, instead of having the whole fish or the whole beef quarter as a unit, we now have fish fillets, lamb chops, beefsteaks, or roasts cut while the food is perfectly fresh, and then frozen quickly and sharply, in which state it can be preserved for months (in fact, indefinitely), and yet when you thaw it out it is practically as good as in the original state.

### Waste is Cut Down

Since these products are now cut into such small dimensions before shipment, we discover that we have a number of very important savings for the bones and other waste parts. Instead of being merely a nuisance to the housewife, and wasted as they formerly were, these waste pieces are now converted into salable products at the factory. Also, you can ship perhaps three times as many fish fillets in a given refrigerator car as was previously possible. Having such a large bulk of frozen fish in a car means that it can travel much farther without damage (even without thawing around the car doors); and for really long journeys the car needs to be re-iced much less frequently. The new process is of special importance in the fishing industry, because it affords the people of inland towns the opportunity of obtaining fish, in practically fresh condition, transported from distant places.

Along somewhat the same line, there have been recent experiments in the

(Concluded on Opposite Page)

## Copeland-Larkin in Kansas City



Kansas City, Mo.—"The Larkin coil is the biggest booster Copeland ever had," says W. A. Boyer, general manager of the Copeland Refrigeration Co., of this city. During a fiscal year ending May 15 this concern sold and installed 240 Copeland commercial jobs in Kansas City, and practically all of the sales

were materially helped by stressing the efficiency of the Larkin coil.

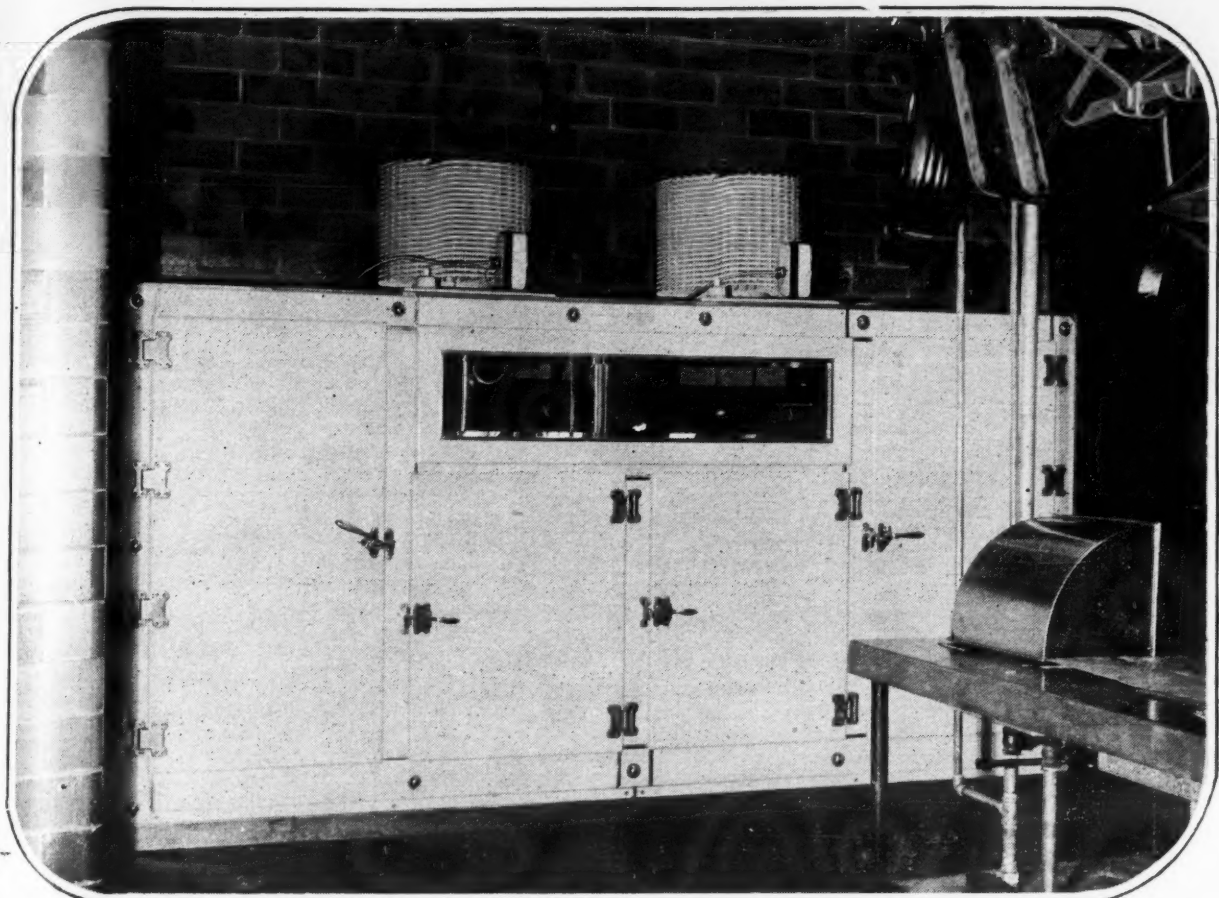
Nathan Baraban, president of the firm, and H. Hershman, vice-president, along with Mr. Boyer, are Kansas City residents of long standing and wide acquaintance. They bank chiefly upon friendships in the initiation of their

commercial sales. Copeland domestic and apartment house refrigerators also are pushed in Kansas City by this company.

Restaurants, groceries, markets and delicatessen shops in this territory were found to be live prospects for electric refrigeration equipment.



## For the Boys Who Want "More"



THE normal exceptional appetite of small boys can now be satisfied with safety, at least for the growing boys in St. Joseph's Home in Philadelphia. It is "safe to be hungry" where they have a G. E. installed with 150 square feet

of shelf space. Two D. R. 5 units are used to protect the food in this cabinet. The installation has proved of ample size to handle the Home's requirements. The St. Joseph's Home is located at 16th Street and Allegheny Avenue in

Philadelphia. It is a fine, new modern building, a real home for industrious, fatherless boys. One of the outstanding features of the Home is a complete, modern printing plant, rendering service to anyone desiring printing.

## DR. KLEIN

(Concluded from Opposite Page)

automatic refrigeration of freight cars for the transportation of perishables with a view towards saving car space and time-consumed in re-icing. There are still, of course, several problems that must be overcome in this, such as excessive weight of the cars, their high cost of equipment and expert maintenance, fire risk, etc.

But the business end (apart from these technical phases) of this quick-freezing industry is far from being perfected as yet. Many problems remain to be solved before this whole program can be made of maximum value to the public. Methods are now being studied in order to determine how these frozen fish fillets, beefsteaks, lamb chops, roasts and the like can be carried through the wholesaling and retailing operations and finally placed in the hands of the housewife in perfect condition. Experiments have been conducted at Springfield, Mass., which have proved most interesting and apparently justify the conclusion that, in the near future, housewives all over the country will have offered to them an entirely new, yet old, product—that is to say, the old product in a new and improved condition.

It is still too early to say very much regarding the possibilities of handling fruits, vegetables, berries, melons, and the like, by this new process. Some experiments have been most encouraging; in fact, in the Springfield experiments one of the articles that has commanded most attention is fresh spinach.

### Eliminating the Surplus

The consumption of fresh vegetables, fresh berries, especially out of season, could be enormously increased to the advantage of our farmers if some such method as this quick-freezing process could be developed that would enable the housewife to secure an acceptable product at a satisfactory price. Think what this will mean in attacking that perennial problem of the surplus of farm perishables!

For these reasons I believe that this progress in the refrigerating industry may prove to be of the greatest importance to our entire population—the farmer as the producer, the city dweller as the consumer.

I think that you would be amazed (as I was) if you could look at the list of industries that employ refrigeration today. How many such industries do you think there are? No fewer than two hundred and twenty—and they range from hat making and corset manufacturing to the use of carbon-dioxide snow for the removal of birth-marks; from mushroom culture to piano manufacture; from chewing gum to snuff; and from the manufacture of watches to the prolongation of animal hibernation (for silk worms, lady bugs, and such). Those, of course, are merely some of the more unusual uses; I need hardly speak about the bakeries, carbonated beverages, great cold storage plants, creameries, dairies, oyster handling, pickling works, refriger-

erator cars, sausage making, yeast manufacture, and so on.

One result of our growing demand for regulation of temperature is the increasing research to find the perfect insulating material, so that a temperature may be maintained at a minimum expenditure of ice or power once it has been attained. There are a host of good insulating materials—mineral wool, sawdust and waste wood, cornstalks, formerly one of the great waste products of the farms of the Middle West, and the first and still widely favored insulator, cork. It is amazing to see what modern methods have accomplished in shaping and adapting that material for this purpose.

### Government Hard at Work

Work is constantly being done by branches of the United States Government (such as the Department of Agriculture and the Department of Commerce) for the benefit of the refrigeration interests, which are also very ably served by the American Institute of Refrigeration (and I must not fail to express my thanks here to Mr. Louis Baron, Executive Secretary of that organization, for many of the facts which I have given you), the national organization that represents every branch of the industry.

It all forms a gigantic and varied activity—a vast and valuable business—springing from the successful human resolve (the typically American determination) to control temperature conditions.

### REFRIGERATION VITAL IN TRANSPORTING LETTUCE

Seattle, Wash.—Iceless refrigeration was used recently for the first time in Puget Sound in shipping fresh lettuce to the East. It is believed to be a forerunner of extensive shipments of perishable garden products from the Northwest state to other markets.

The first shipment of lettuce from the Puget Sound territory was sent in an iceless refrigerator car, cooled by the silica gel process, over the Northern Pacific Railway, to Chicago, Ill., by Sawdey and Hunt, pioneer lettuce shippers in western Washington. The new type car contained 320 crates of lettuce. About 3,000 cars of lettuce and green peas are to be shipped from this district this season, and Seattle is expected to use extensively in future iceless refrigerator cars in moving these crops to the market.

### MEMPHIS COMPANY BUYS TAYLOR FREEZER

Memphis, Tenn.—The Southern Engineering Company has installed a Taylor ice cream freezer for Hough & Son, Indianola, Miss. Southern Engineering Company is distributor in this section for this apparatus, along with Lipman ice machines.

The installation was made in time to provide ice cream during the heat wave which swept over the country. The demand for ice cream always is big in the South, and this summer it has been bigger than ever. The new equipment was on the job just when it was most needed.

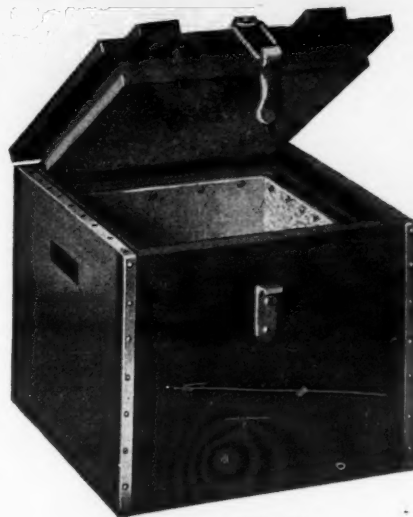
## Warwick Insulated Containers For Quick Frozen Foods

For Trucking, Carrying, Delivery

Maintains Even Temperature

Made in Standard and Special Sizes and Shapes

Holds Foods in Frozen Condition



PATENT PENDING

After Foods are Quick Frozen We Supply the Missing Link

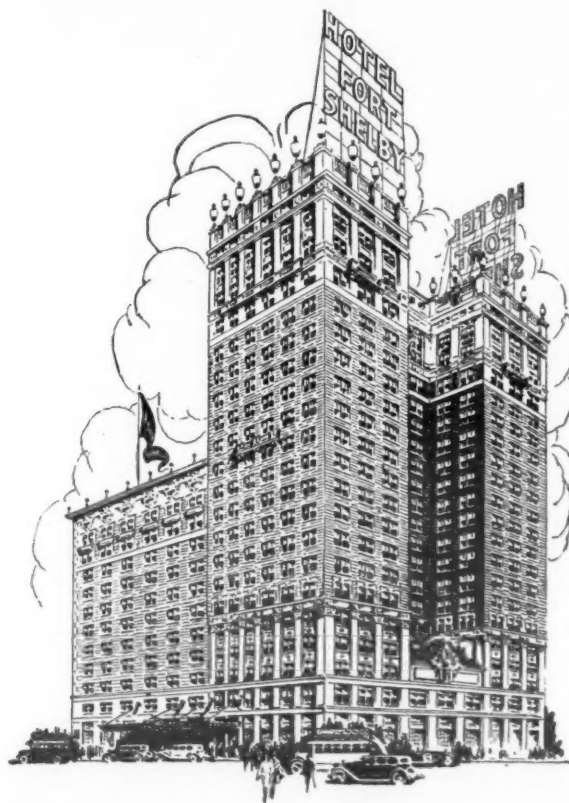
SEVERAL TYPES OF CONSTRUCTION AVAILABLE

**A. E. WARWICK CO.**

14 FRANKLIN ST.

STONEHAM, MASS.

## So you're coming to DETROIT?



Wire and we'll make ticket reservation for you to theaters, concerts and sporting events—we'll have them ready when you arrive. Hotel Fort Shelby offers the dual advantage of a hushed, peaceful environment . . . and immediate proximity to the financial, theatrical and shopping centers of downtown Detroit. 900 attractive rooms—Servidor equipped. \$3.00 per day and up. Write for direct motor route.

J. E. FRAWLEY, Managing Director  
E. J. BRADWELL, Manager

# HOTEL FORT SHELBY

LA FAYETTE at FIRST, DETROIT





# REFRIGERATED FOOD . . .

This section of the "News" is bringing to refrigeration and food industries information about many new developments in the field of food preservation.

Especially emphasized have been "quick frozen," "hardchilled," and "frosted" food developments, because of the significance of this activity in its relation to the whole subject of food distribution. Articles in the Refrigerated Food Section are pointing out both the difficulties encountered and the progress which is being made. Other articles are treating the interesting developments for the more efficient merchandising of fresh foods and beverages under refrigeration.

One of these is the packaging of fresh meats before delivery to the retailers. For the various requirements new refrigeration equipment is being designed not only with a view to efficiency but to enhancement of the display of the merchandise.

That the contents of the Refrigerated Food Section are of interest to producers and purveyors of foods, as well as the refrigeration industry, is indicated by the many comments and requests for extra copies of this section. Among those whom it is reaching are buying headquarters of grocery and meat chain store organizations, independent retailers, cold storage warehouses, restaurants, meat, fish, fruit and vegetable packers.

This type of reader interest is an assurance of close attention to the advertising of commercial refrigeration equipment and of equipment and material used in the production and distribution of refrigerated foods. Manufacturers, by advertising in this section, can reach those who have major interest in better merchandising of foods through better refrigeration.

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## REFRIGERATION DEALERS

Refrigeration dealers can obtain extra copies of the Refrigerated Food Section for distribution to their commercial prospects. Among meat markets, groceries, drug stores, ice cream and confectionery establishments, restaurants, etc., they will find a welcome for information on the new developments in refrigeration and food distribution. Copies are available to dealers for distribution at a cost of \$10 per hundred—10c per copy.

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F. W. BRACK,  
Advertising Manager



# Buyer's Guide Section

## ELECTRIC REFRIGERATION NEWS

Registered U. S. Patent Office.

The business newspaper of the refrigeration industry

ISSUED EVERY TWO WEEKS  
VOL. 4, No. 25, SERIAL No. 101

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DETROIT, MICHIGAN, AUGUST 13, 1930

Entered as second class matter  
Aug. 1, 1927, at Detroit, Mich.

IN THREE PARTS, PART 3  
TWO DOLLARS PER YEAR

### Copeland Delivery Squad Enjoys Its Job

Reporter Follows Refrigerator from Warehouse to Purchaser

Delivering electric refrigerators is a jolly business, if you like your job and are sold on the merits of the machine you are delivering.

Just to find out what actually happens when a household job leaves a warehouse or storeroom and progresses by truck to the kitchen of the purchaser, we wandered into the Copeland Detroit factory branch at the corner of Grand River Boulevard and Twelfth Street, and asked if we might be permitted to tag along when one of their models was delivered.

"Right this way," was the answer. "One going out any minute now."

And so there was. Leaving the display room by the back door and walking a few steps down an alley into the warehouse, we found a Chevrolet 1½-ton truck, with open top and sides, backed into the entrance.

#### Unit Tested

A small office was located just inside. There a staff of three does the bookkeeping, routing and other operations which are adjunctive to the business of delivery. In one part of the warehouse a short, stocky, immobile-visaged man with shell-rimmed glasses was finishing the job of testing the unit which was about to be delivered.

While the truck driver was getting his instructions, and members of the office force were making notations on various forms concerning the outgoing shipment, the installation man drove up in a Chevrolet coupe with a glad hoopla. Both he and the truck driver were tall, lean, angular men, with humorous tendencies.

Introductions were forthcoming. Meet Mr. Arthur Black, the installer, and Mr. Gordon Sample, the truck driver. Soon came the truck driver's helper. Robinson Crusoe had nothing on Gordon Sample, for—believe it or not—the latter's helper, like the former's, is named Friday! Mr. Friday's first name is Bob, which makes him one up on Crusoe's man Friday, who had but the one appellation.

#### Loading Described

After a bit of standing "fust on one leg and then on t' other" for one "Chris" to finish making out a form, the task of loading began. Heavy canvas padding—the kind that is used for bed-covers in college fraternity house dorms—was placed on the rear edge of the truck. Sample pulled the Copeland (an A-45 household model) over this edge from the top of the truck, while Friday and Black pushed the box. The top was lifted up separately.

After being shoved upon the truck, the refrigerator was pushed into the front right corner of the body, where it was protected from contact with the cab and corner post by more of the same quilt-like padding. Friday stood up with the refrigerator to keep it company, and we started.

On the road out the good-humored Sample talked constantly about the product he was delivering. He was proud of it and proud to be connected with the firm that made and sold it. At a good clip he drove the truck the dozen or so miles that intervened between the Copeland factory branch and his destination, the home of Elmer C. Diebolt, who lives at 15463 Asbury Park.

Unloading was just the reverse of loading. Over the canvas pad the refrigerator slid to an upright position upon a little truck, on which it was wheeled to the side door of the house. Up the stairs it went, propelled by the time-honored two-man-carry method.

Mrs. Diebolt personally superintended the placing of the box. After a few

(Concluded on Page 4, Column 3)

#### FRIGIDAIRE APARTMENT SALES BOOMING

Washington, D. C.—United Realities, Inc., owners of a large number of Washington apartment houses, now own more than 1,000 Frigidaire units. Within the past several weeks a sale of more than 200 complete units was made to this organization.

### Cop Concentrates on Clambering Cat

New York, N. Y.—Truck drivers, despite their universal reputation for being 20-minute eggs, sometimes have soft spots in their carborundum hearts. Policemen, likewise. Listen to this tale:

Traffic Officer Bill Magnussen, during a recent depression in the business of whistle-blowing, hand-waving, and "pull-over-to-the-curb" oratory, spied a cat perched 50 feet high in an elm tree in St. Paul's churchyard. "That's no place for a cat," muttered the traffic cop. "He's parked too far from his place of business." Nor did Mr. Feline Midnight Yowler seem to be able to help himself down from the observation post he had ascended so blithely in high hopes of seeing his love, Mariah (surely, you've heard him call "M'riar, M'riar").

Now Officer Magnussen had been out on a limb himself in his time, and had nothing but sympathy for the

cat's dizzy feeling. But what to do? He knew all about directing traffic forward and backward, across and around, and no left turns on this corner; but the page about up-and-down vertical traffic had been torn out of his book.

Enter Fred Smith, with a New York Edison emergency truck. Officer Magnussen was speared with a bright idea, and waved the Manhattan utility truck to the curb.

"We wuz just barely crawlin' on that red light," began the protesting Smith, when the tender-bosomed traffic cop cut him short, and told him about the cat's sorry plight. The denouement was simple. Smith detached a ladder from the truck, shinned up the rungs like a fireman, gingerly disengaged Mr. Yowler from his anchor-hold on the limb, and brought the latter down to safety amid the plaudits of the multitude which had gathered to watch.

## Refrigeration Sales Outlets Offering Big Market for Motor Trucks

Dealers, Distributors Use Delivery Equipment in Large Quantities

INDISPENSABLE to the electric refrigeration dealer and distributor is a truck. Mr. Dealer may hire his hauling done by a transfer company, he may own one or two small trucks, or he may operate a big fleet. But trucks, of some size, description, and number, he must have to deliver electric refrigerators to the purchasers. Thus the far-flung

sales organizations of the electric refrigeration industry offer an excellent new and replacement market for the manufacturers of delivery equipment.

Not only do dealers and distributors use trucks (often in large numbers), but they also use a considerable variety of delivery equipment. A large organization like Rex Cole, Inc., of New York City, for instance, owns and operates 16 large Diamond T trucks, three Ford 1½ trucks, 18 Ford service cars, and four Indian motorcycles (see pictures on pages 6 and 7).

Big trucks are used to convey commercial jobs and units for apartment house installation; smaller trucks haul household units to their destinations; and light delivery equipment is employed for servicing, distributing advertising, and the like.

#### Sales Volumes Increase

Panel trucks are coming more and more into favor with many sales organizations, because of their advertising display value. Nevertheless, stake trucks are still very much in the picture, and the small open job on a passenger chassis is used by small dealers. Manufacturers of almost any variety of truck or truck body can find a ready market for their products in this growing industry.

Sales volumes of many companies have been considerably larger this year than in previous years, according to figures from leading manufacturers. New companies are entering the field, and expansion programs are planned. That dealers and distributors will need more and more trucks in the future to handle their increasing business is a logical corollary of the reports and predictions emanating from high officials in the industry.

#### Big Fleets Operated

By taking a look at a few representative electric refrigeration dealers and distributors, a view of the size and potentialities of this market for delivery equipment may be had by the man who sells the latter. The Rex Cole organization has already been mentioned. The Domestic Electric Co., also in New York City, Frigidaire distributor, has no fewer than 188 vehicles in service. Chevrolet 1½ ton panel trucks and G. M. C. 3½ ton delivery trucks comprise the bulk of this fleet.

In Detroit the Frigidaire Sales Corp. uses 40 Chevrolet trucks. Four of these are the 1½ ton stake type, 35 are panel trucks, and one is a 1½ ton chassis with a 2½ ton Fruehauf trailer.

Gulf States Utilities Co., General Electric refrigerator distributor in Beaumont, Texas, has three panel trucks in operation. The New Hampshire Gas and Electric Co. of Portsmouth, N. H., employs two stake and two panel trucks. Three two-ton heavy duty Day-Elders, supplemented by Graham and Reo light delivery trucks (one each), handle the transportation of General Electric refrigerators from the Philip H. Harrison Co., of Newark, N. J., to its customers.

Some dealers and distributors, such as the Electric Utilities Corp. of Detroit

(Concluded on Page 4, Column 3)

#### LUTZ REPORTS PEAK BUSINESS

Dayton, Ohio—Sales of General Electric refrigerators in the Dayton territory for the first six months of this year were approximately 50 per cent ahead of the corresponding period of last year. F. P. Lutz, head of the F. P. Lutz Company, General Electric distributors here, announced August 1.

### Billboard on Wheels



When the New York City distributor of General Electric refrigerators, Rex Cole, Inc., sets out to deliver the goods, it is done in arresting fashion. Above is pictured the famous "travelling billboard" which belongs to the well-kept, spotlessly white Rex Cole delivery fleet. It takes a big order indeed to fill this lengthy truck to capacity, but whatever excess weight this truck brings with it is more than paid for by its excellent advertising display possibilities.

### Sunset Trucking Co. Delivers, Installs

More than 30,000 electric refrigerators have been delivered to private homes and apartment houses in New York City by the Sunset Express and Trucking Co., the first transfer agency in the nation's metropolis to handle refrigeration jobs.

Fourteen Federal, White, Stewart, and Diamond T trucks, ranging in size from 1½ tons to 3½ tons (most of them are in the 2½ and 3½ tons classes), are used to haul electric refrigerators for New York dealers and distributors.

The Sunset company not only delivers refrigerators, but installs them as well. Crated refrigerators are unloaded at freight terminals and hauled to the warehouse, where they are uncrated and assembled by dealers and distributors. The assembled refrigerators, crated, are then delivered to the purchasers and completely installed by the Sunset company.

#### OUTSIDE AGENCY

Des Moines, Iowa—A General Electric refrigerator distributorship which has its trucking done by an outside agency is the Warde B. Stringham Co. of Des Moines, Iowa.

### AUSTIN TRUCKS KEEP BUSY HAULING G. E. UNITS IN INDIA

Calcutta, India—Mahatma Gandhi and his revolutionary salt-makers haven't interrupted specialty selling activities in India to a point where electric refrigerators can't be sold.

On the contrary, the International General Electric Co., with offices at Calcutta, keeps two trucks busy making deliveries of various G. E. models.

A "bantam" Austin truck makes deliveries of household models, while a much larger motor truck carries the commercial jobs. The midget Austin trucks are quite popular in India for light delivery service.

#### DETROIT LIBRARY LISTS TWO BOOKS ON TRUCKING

Two books on trucking are listed by the technology department of the Detroit Public Library. They are:

Petty, B. J.—Truck Operating Costs. Purdue University, Lafayette, Indiana, 1928.

Pender, Harold—Observations on Horse and Motor Trucking. Massachusetts Institute of Technology, Cambridge, Massachusetts, 1913.

### Universal Cooler Men Like Panel Trucks

Detroit, Mich.—Panel trucks are preferred by the Universal Cooler Corp. of this city, according to J. W. Taylor, vice-president of the organization. His company keeps 16 Ford panel body delivery trucks in continuous use.

Inasmuch as the truck body of the panel type is entirely closed, a full supply of service and installation material is carried within at all times, and can be safely locked away from prying hands during periods when the truck crew is working on an inside job.

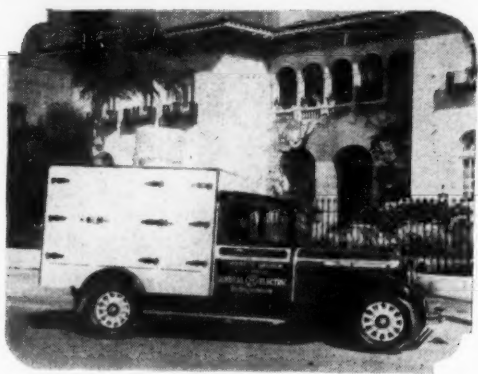
Another reason for using panel trucks, says Mr. Taylor, is the fact that on all sides of the body the company name and trade mark can be displayed. It makes an excellent form of advertising, he believes.

Approximately 50 of the Universal Cooler distributors, according to Mr. Taylor, operate from one to five trucks, most of which belong to the panel type.

#### BUMPER SEASON

Shreveport, La.—A bumper season is being enjoyed by the A. G. Riddick Company, of Shreveport, General Electric distributors, according to B. E. Williams, sales manager.

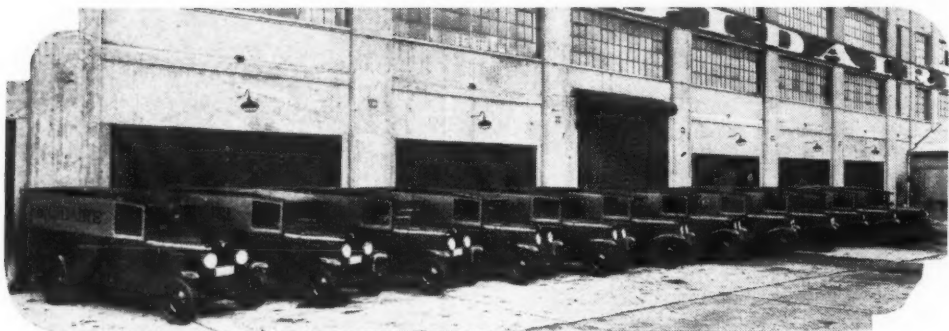




## Refrigeration Dealers, Distributors Use

Electric refrigerators can't walk. Nor has any enterprising manufacturer indulged his love of novel gadgets and "extras" to the point where he has put wheels on his cabinet. Hence the only way sales organizations can transport their units is by truck. All varieties and descriptions of trucks are in service. Glimpses of the field may be had on these two pages.

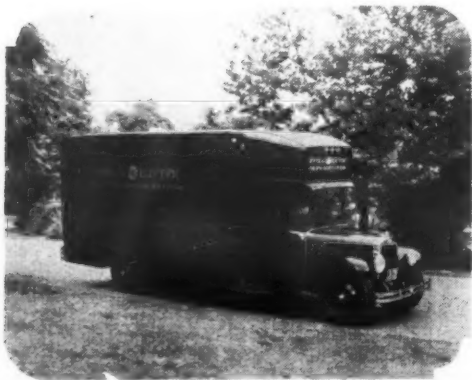
Occasionally dealers and distributors apply their ingenuity toward the design of special bodies to suit their needs, and the three pictures on the diagonal above and to the right illustrate a few of these unique types. In the top left corner is a body modeled after a G. E. refrigerator; next in line is a Martin-Parry job for a Kelvinator dealer who wanted a small truck for service and delivery.



Many large-scale distributors scattered over the nation own and operate big fleets of trucks. Winston Paul, the New York City Frigidaire distributor, for instance, has 188 vehicles in service. Above is shown part of the fleet of 40 Chevrolet trucks which deliver Frigidaires for the Detroit branch of the Frigidaire Sales Corp.



Above is a small Ford delivery truck with a body refrigerated by Kelvinator, in which a traveling butcher carts his wares. Dealers in small towns find small trucks of this type as suitable for their delivery work as Mr. Kenney finds this one for his market-on-wheels.



The sky is the limit as to types of truck bodies which refrigeration sales organizations will put into service. In the left lower corner delivery men are loading a refrigerator into a stake body truck; while above and to the right is a big van type. To the right, and extending over into the next page, is the airplane which B. I. Cooper, Copeland distributor in Syracuse, N. Y., keeps in regular service.



Electric refrigeration delivery men are trained to reach a high standard of courtesy and efficiency. Unlike many delivery squads, their job is not finished when they have unloaded their haul at its destination. They must enter a high-grade cus-





# Use Numbers, Varieties of Trucks

Delivery equipment used by the refrigeration industry is not confined to trucks. Pads, hoists, dollies, and other aids to safe transportation and speedy loading are employed. At the left is pictured the actual loading process. The refrigerator in the picture is protected by a Webb slingabout. In the upper right corner is shown a truck trailer loaded with crated refrigerators.



Quickly alive to the possibilities of display advertising on the sides of panel trucks, electric refrigeration dealers and distributors have gone to great lengths to put the names of their products before the public on rolling signboards. A Frigidaire poster decorates the side of the truck on the left, while a conservative General Electric sign rides with the truck above.



Several small trucks, rather than a few big ones, are favored by some large organizations. Flexibility and speed are gained by their use, according to their advocates. Another advantage is that the operating company is enabled to have a sizeable fleet of identical trucks, such as the Kelvinator outfit pictured above.

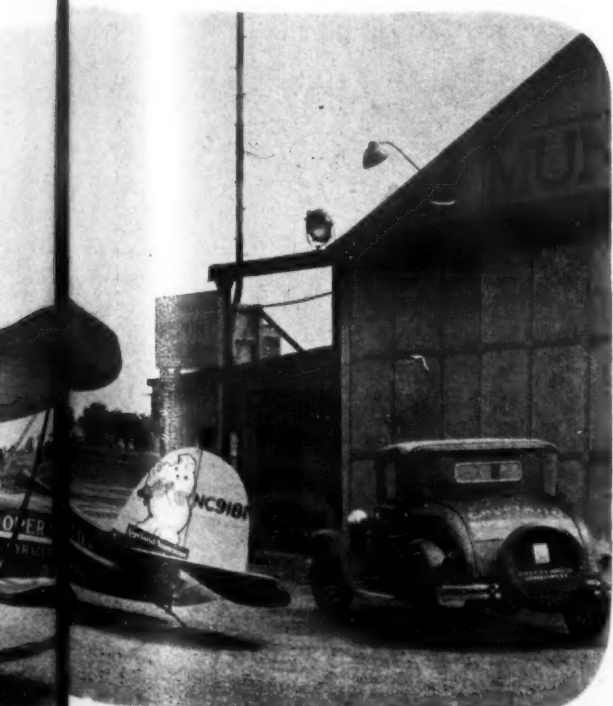
customer's home and, in most cases, install the refrigerator. Refrigeration dealers also take great pride in the appearance of their trucks. Above is a two-ton heavy duty truck belonging to Philip H. Harrison, G. E. distributor in Newark, N. J.



In some organizations the delivery crew does not install the refrigerator. A separate group of men traveling in their own small truck, such as the one in the above picture, do the job. Special trucks on small chassis are also usually required for service men.



Merchandising organizations of public utilities, which have maintained truck fleets long before electric refrigeration entered the fold, often recruit the trucks they have on hand into the service of their new refrigeration departments. A New York utility truck, shown above, has refrigeration posters plastered on its sides, and has been converted to the new cause.





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### Pruning Delivery Costs

"WE haven't developed truck bodies to fit the particular needs of refrigeration men," an official of a well-known Detroit automobile body manufacturing company remarked recently, "simply because there has been no demand for specialized types for your industry. Whenever we fill orders for companies in your field, none of them ask us to do any research. Refrigeration dealers simply buy a truck."

In all this company's history, just a single order for a new type of truck body has been received from a refrigeration sales company. This special body was designed to fit the need of a small dealer for a combined service and delivery truck, with separate compartments for the tools and the refrigerator. Ordinarily, according to the official interviewed, refrigeration dealers and distributors purchase conventional panel and stake bodies of sizes used indiscriminately by coal, ice, furniture, grocery, and hardware dealers. Body manufacturers would be glad to co-operate with dealers and distributors to work out special jobs designed to fit their particular needs, says this official. And he thinks the saving in operation expense that would accrue would more than justify the effort.

Delivery may seem a small item in the business of making money by selling refrigerators, and so it is with many dealers. The man who delivers just a few refrigerators a week must simply buy a small truck, run it as economically as he can, and accept the cost. Those who find it necessary to purchase several trucks, however, should evolve economical systems of operation as well as give some thought to the type of truck they purchase.

A truck driver who has worked for two fairly large distributors within the past two years tells us that there is considerable difference between the methods of the two firms for which he delivered refrigerators. One employer, he maintains, delivers his units more quickly and at less cost than the other. And the truck driver thinks something should be done about the loss the other is absorbing.

His first employer had six big trucks for delivery and a fleet of small service cars. In the morning these big wagons would be loaded to the guards with refrigerators, and sent out to various points in the city, with stopping points successively farther distant from the warehouse. These trucks were invariably overloaded for the first part of the journey, and came back empty the entire distance from the last point of delivery. Overloading caused excessive repair bills, short truck life, and accidents; while in the long, empty return journeys the distributor was paying for a dead haul.

Now contrast the second distributor. He has three sizes of trucks, which are apportioned to three zones. Several small trucks deliver a few units at a time within close range of the warehouse, making frequent returns, but running at a comparatively high speed. The few big trucks go to outlying portions of the city, making a single circling trip which usually requires a full working day to complete. The second distributor spends less for his delivery because (1) he uses many small trucks and keeps them constantly busy, rather than a complete set of large trucks which were often idle; (2) he routes his trucks so as to reduce as much waste motion as possible.

The same truck driver finds fault with the loading methods of both companies. One distributor fails to make use of modern devices for protecting the refrigerator in transit and during the loading operation. Hence he occasionally faces damage losses on his machines. The other firm has a shipping department which does all its checking and billing as the truck is being loaded, which practically doubles the time required for this operation. This shipping department, therefore, has peak loads of work alternating with waste moments. Were the work of ticketing and blank-filling spread out more evenly, the truck might be loaded up and sent on its path in a jiffy—thus being made to do more work in a day.

From a body manufacturer and a truck driver come suggestions for improving the efficiency of electric refrigeration delivery. Other ideas for cutting costs on this item probably lie around the corner of every warehouse. Research by truck manufacturers in co-operation with dealers and distributors who are studying the problem should result in the conservation of profits by the saving of expenses.

## St. Louis Utility Uses Motor Trucks on Large Scale

St. Louis, Mo.—Among the largest and most aggressive of distributors and dealers in electric refrigeration are the central stations which furnish power to cities and communities. Because the electric refrigerator, along with other appliances, is an excellent load-builder, many utilities maintain extensive merchandising departments.

Delivery problems for the utilities resolve themselves into working out a schedule and a routing for the fleet of trucks they have in service, and devising efficient systems of housing and caring for them.

Central station trucking is done on a big scale. For example: The motor trucks and automobiles operating in the St. Louis county division of the Union Electric Light & Power Co., and the St. Louis County Gas Co., covered a total of 1,315,930 miles last year. This mileage is approximately equivalent to 47 trips around the world at the equator, and one journey around the globe every six working days.

More than 100 trucks and cars are in the service of this division, in addition to 40 trailer units. A garage force of 13 men (superintendent, foreman, seven mechanics, two mechanic's helpers, and two automobile washers) work in the company garage to keep the fleet in good running order. The garage is fully equipped with labor-saving machinery.

How enormously the trucking department of the St. Louis utility has grown may be seen by comparing the 1929 figures (quoted above) with those of 1922, when only 30 autos and 5 trailers were in service, and the total mileage was just 355,816. In the seven years' period there was an increase of 237% in number of trucks, 700% in number of trailers, and 269% in mileage.

During the same period the average cost per mile of running these trucks was reduced from 10.93 cents to 8.08 cents. The labor increase for the department, which was only 86 per cent, was not at all commensurate with the increase in trucks and equipment.

### Delivery Crew Enjoys Its Daily Dozen

(Concluded from Page 1, Column 1)

drinks—of ice water—all around, the truck crew left the remainder of the job to installer Black and his kit of tools. It took the latter just 45 minutes to finish.

The driver had a list of scheduled stops in his pocket, and the return to the home base with the truck was more than just a return trip. At a restaurant, Sample and his man Friday (what a pair of names!) picked up odds and ends left over from the installation of a commercial unit. At an apartment house they left a big sign announcing to the world that Copeland refrigeration was in use there. Still further along the route a package was picked up.

Back at the warehouse reports were made and forms filled out before the truck and its crew were ready for another cycle of work.

### Industry Offers Growing Truck Market

(Concluded from Page 1, Column 5)

and the Warde B. Stringham Co. of Des Moines, Iowa, do not own trucks of their own, but pay trucking companies to do their hauling.

Because the electric refrigeration industry is young and growing, because it is filled with youthful men who like to seize any opportunity they can to increase their profits by using modern equipment, and because the business must have trucks, it offers an opportunity which the alert truck manufacturer will not want to neglect.

### OMAHA WILLIAMS DEALER GETS GOOD START

Omaha, Neb.—Since 1859 the Schmoller & Mueller Piano Co. has been dealing in musical instruments in this city. Three months ago Williams Ice-O-Matic electric refrigerators joined the ranks of the Steinway pianos on display, and since that time the refrigerators have kept the Schmoller & Mueller sales force on the jump.

Reo, Ford and GMC trucks, already in use for piano deliveries, are now hauling Ice-O-Matics to various parts of Omaha and environs. No special equipment is needed for these trucks, according to G. C. May, treasurer of the company.

## Off Duty in Detroit

By GEORGE F. TAUBENECK

Detroit is like no other place in the world. Some cities—New York, Los Angeles, London, Paris, Vienna—have an individuality that is detectable as quickly as garlic or sulphur dioxide, and characteristics as exclusive as a gown by Patou. Other big towns are cosmopolitan and all-embracing; they run according to pattern. Having seen one, the rest are easily predictable. In the first group, a very small group, belongs Detroit.

Distinguishing characteristics are many. Yet they move in kaleidoscopic succession before the eye so quickly and in such numbers that the analyst, when called upon to name in one-two-three order the things that make Detroit a "different" city, throws up his hands in surrender.

The dominant motif, notwithstanding, is that of machinery.

The first impression of refrigeration men who visit the city is of automobiles, although their own industry has many factories and much doing here. No matter what else they see during the course of their rambles around the town, a background of whizzing cars is always in the picture.

Streams, cataracts, and avalanches of autos pour down the streets in a mad rush for somewhere. Or nowhere. But invariably, the mad rush.

Traffic moves at a faster pace than would be comfortable in most cities, yet it is unusually orderly and precise. Everybody knows the rules, everybody obeys them, and each man sees to it that his neighbor is not a traffic law violator.

Before one can get a license to drive it is necessary to pass a strict examination on the rules. After getting the license, the men in front, behind, and at your side will tell you about it in no uncertain terms if you drive absent-mindedly. And the first question after any accident is: "Where's your driver's license?"

On Woodward Avenue, which is Detroit's Main Street, the fastest street buses in the world—double the odds and call you—operate in a scandalous manner. The first ride in one of these red bugs (they are small, narrow, low, and as red as kid sister's face when Pa walks in on a davenport scene with the b. f.) is an event in the same class with one's maiden voyage on a roller coaster, or perhaps you call it a "scenic railway."

Past masters at weaving in and out of traffic lanes, of crowding, shoving, jamming, starting with the gun, and stopping just short of suicide, the drivers of these fast cars make remarkable time up and down one of the world's busiest traffic-loaded streets.

Passengers are picked up and dropped off at the beginning of the block, rather than the end. Nobody has ever told us just why.

One rather surprising fact about Detroit's traffic is the preponderance of fine cars. Back in the old home town an eight-cylinder job was an event. Here it is the rule.

Inasmuch as Detroit is Henry Ford's place of business, it is only natural that citizens would patronize

him heavily. Yet, despite the scores of Models A and T running around, the proportion of Fords to other cars seems smaller here than elsewhere. Everybody and his hired girl own a car; and often those in the low-priced class are prone to buy a used "big car" rather than a cheap new one.

Every available vacant lot in the city seems to be overflowing with "repossessed" and "reconditioned," or just plain "used" automobiles.

It has been said that all the second-hand cars go to New York, where they become taxicabs; but if this be true, it is certain that they are on display on Detroit lots first.

Everything can be had, ranging from sagging Model T Fords at \$25 to stumpy Packard roadsters at \$1,800.

Absolutely A-1 shape, sir. Just been run a few miles. The owner had a stroke of bad luck, or maybe he had to leave town, and was forced to sell this practically new machine at a big loss. Shall I take you for a ride?

The annoying thing about the salesman's line, however, is that he may be right. One never knows. For it is true that the spirit of mechanical and car-minded Detroit gets into every newcomer sooner or later. It's already in the natives—just as natural as tonsils and the mumps.

So whether he can afford it or not, Mr. Detroit must join the army of Americans who are haunted by the installment collector. If he stops his payments just once, the finance company takes over his buggy, and it is resold on the auction block. Whence comes the bargains—or the profits.

A Detroit auto finance company's auction is as rapid-fire an event as a professional hockey match. Dealers and laymen jam themselves into the upper deck of a garage, where the heat waves are close relatives to those emitted by a blast furnace.

Attendants drive the cars, one after another, into the mob—which opens as little as possible. Hoarse auctioneers peel off their usual line, and buyers squint through the fog of carbon monoxide at the car. In less than a minute it is sold—often at a ridiculously low figure—and another takes its place.

It's almost a sight-unseen affair, and only a shrewd judge of used car values or a born gambler dare take a chance.

Excavations for new buildings are said to attract the biggest sidewalk crowds in New York, with flagpole sitters running a good second.

Here in Detroit the crowd-getter is a new auto model. Bantam Austins have been drawing-cards recently. The prize exhibit of the month, however, was a Blitzen-Benz roadster parked in front of a hotel one week-end.

Morning, noon and night—and at three o'clock in the morning, trala—hundreds surrounded this strange specimen. Long, low, foreign, streamlined, metallic gray, it gave every appearance of speed. And that, ladies and gentlemen, is what appeals to Mr. Detroit.

### Body by General Electric



Portland, Oregon, denizens are reminded of their desire for electric refrigeration every time they see this unique delivery truck move down the street. It is operated by the Arch Electric Co. of Portland, distributor, as you can see, of General Electric refrigerators.



# DELIVERY EQUIPMENT DIRECTORY

## Motor Trucks

Abbot-Downing Truck & Body Co.  
80 S. Main St., Concord, N. H.  
Acme Motor Truck Corp.  
Haynes St., Cadillac, Mich.  
Armeder Truck Co.  
8th & Evans Sts., Cincinnati, O.  
Atterbury Motor Car Co.  
Elmwood Ave. at Hertel, Buffalo, N. Y.  
Autocar Co.  
Lancaster Ave., Ardmore, Pa.  
Available Truck Co.  
2501 Elston Ave., Chicago, Ill.  
Betz Motor Truck Co.  
493 Lyman Ave., Hammond, Ind.  
Biederman Motors Co.  
2100 Spring Grove Ave., Cincinnati, O.  
Bradfield Motors, Inc.  
Otis Bldg., Chicago, Ill.  
Brooklyn Motor Truck Corp.  
106 Central Ave., Cortland, N. Y.  
Carli's Sons  
Cole & Linwood Sts., Trenton, N. J.  
Century Motor Truck Co.  
Seneca St., Defiance, O.  
Chevrolet Motor Co.  
General Motors Bldg., Detroit, Mich.  
Clarkspeed Truck Co.  
Ponfale, Mich.  
Clinton Motors Corp.  
Reading, Pa.  
Clippinger & Sons Mfg. Co.  
1100 S. Mill St., Kansas City, Kan.  
Clydesdale Co.  
Amada St., Clyde, O.  
Coleman Motors Corp.  
Littleton, Col.  
Coons Mfg. Co.  
Abingdon, Ill.  
Corbitt Co.  
Henderson, N. C.  
Cutting Co.  
401 N. Ogden Ave., Chicago, Ill.  
Davis Welding & Mfg. Co.  
1110 Richmond St., Cincinnati, O.  
De Martini Motor Truck Co.  
435 Pacific St., San Francisco, Calif.  
Detroit Trailer & Machine Co.  
453 Beaufait Ave., Detroit, Mich.  
Diamond T. Motor Car Co.  
4517 W. 26th St., Chicago, Ill.  
Diveo-Detroit Corp.  
2435 Merrick Ave., Detroit, Mich.  
Dixon Motor Truck Co.  
2501 Beale Ave., Altoona, Pa.  
Doane Motor Truck Co.  
428 3rd St., San Francisco, Calif.  
Dodge Brothers Corp.  
Div. of Chrysler Corp.  
7900 Jos Campau Ave., Detroit, Mich.  
Douglas Truck Mfg. Co.  
30th & Sprague Sts., Omaha, Neb.  
Duplex Truck Co.  
Hazel St., Lansing, Mich.  
Durant Motors, Inc.  
Lansing, Mich.  
Eagle Motor Truck Corp.  
6160 Barmter Ave., St. Louis, Mo.  
Eagle Truck Body & Mfg. Corp.  
45 Columbus St., Auburn, N. Y.  
Elkhart Motor Truck Co.  
1730 S. Main St., Elkhart, Ind.  
Fargo Motor Corp., Div. of Chrysler Corp.  
341 Massachusetts Ave., Detroit, Mich.  
Federal Motor Truck Co.  
5780 Federal Ave., Detroit, Mich.  
Ford Motor Co.  
3674 Schaefer Rd. (Fordson) Detroit, Mich.  
Four Wheel Drive Auto Co.  
Clintonville, Wis.  
Freeman Motor Co.  
1217 Beaufait Ave., Detroit, Mich.  
General Motors Truck Corp.  
Pontiac, Mich.  
Golden State Truck Co.  
1020 Polson St., San Francisco, Calif.  
Gottfredson Truck Co.  
3601 Gratiot Ave., Detroit, Mich.  
Graham-Paige Motors Corp.  
8505 W. Warren Ave., Detroit, Mich.  
Gramm-Bernstein Corp.  
Wayne & Scott Sts., Lima, O.  
Grano Motors, Inc.  
Delphos, O.  
Grasse Premier Truck Co.  
Sank City, Wis.  
Guild Engineering Co.  
Poughkeepsie, N. Y.  
Harvey Motor Truck Wks.  
155th St. & Commercial Ave., Harvey, Ill.  
Hawkeye Truck Co.  
2700 Floyd Ave., Sioux City, Ia.  
Hewitt-Ludlow Auto Co.  
75 Fremont St., San Francisco, Calif.  
Hudson Motor Car Co.  
12601 E. Jefferson Ave., Detroit, Mich.  
Hug Co.  
Highland, Ill.  
Indiana Truck Corp.  
Indiana Park, Marion, Ind.  
International Harvester Co.  
606 S. Michigan Ave., Chicago, Ill.  
International Motor Co.  
25 Broadway, N. Y., N. Y.  
Juel's & Son Mfg. Co.  
McPherson, Kan.  
Kembell Motor Truck Corp.  
1700 E. 8th St., Los Angeles, Calif.  
Kenworth Motor Truck Corp.  
1263 Mercer St., Seattle, Wash.  
King-Zettler Co.  
315 N. Ada St., Chicago, Ill.  
Kissel Motor Car Co.  
182 Kissel Ave., Hartford, Conn.  
Kleiber Motor Co.  
1480 Polson St., San Francisco, Calif.  
La-France Republic Corp.  
Alma, Mich.  
Larrabee-Deyo Corp.  
Hillcrest, Binghamton, N. Y.  
LeBlond-Schacht Truck Co.  
8th & Evans Sts., Cincinnati, Ohio  
Linn Mfg. Corp., Div. of La-France-Republic Corp.  
Morris, N. Y.  
Luedinghaus-Espenschied Wagon Co.  
1721 N. Broadway, St. Louis, Mo.

McCarron Corp.  
2639 Milwaukee Ave., Chicago, Ill.  
McDonald Mfg. Co.  
West End, N. C.  
Maccar Truck Co.  
Gilligan St., Scranton, Pa.  
Mack Brothers Motor Car Co.  
New York, N. Y.  
Moller Motor Car Co.  
Pope Ave., Hagerstown, Md.  
Moreland Motor Truck Co.  
E. San Fernando Rd., Burbank, Calif.  
Mullins Body & Tank Co.  
47th Ave. & Rogers St., Milwaukee, Wis.  
National Motors Mfg. Co.  
464 Colt St., Irvington, N. J.  
Nelson-LeMoon Truck Co.  
849 N. Kedzie Ave., Chicago, Ill.  
New England Truck Co.  
80 Lunsburg St., Fitchburg, Mass.  
Noble Motor Truck Corp.  
Kendallville, Ind.  
Oshkosh Motor Truck Mfg. Co.  
23rd & Oregon Sts., Oshkosh, Wis.  
Parker Truck Co.  
606 Linus St., Milwaukee, Wis.  
Patchetts & Carstensen, Inc.  
Newman, Calif.  
Patriot Mfg. Co.  
Havelock, Nebr.  
Pierce-Arrow Motor Car Co.  
1694 Elmwood Ave., Buffalo, N. Y.  
Port of Albany Foundries, Inc.  
River St., Coxsack, N. Y.  
Red Ball Motor Truck Corp.  
Frankfort, Ind.  
Rehberger & Son  
316 Ferry St., Newark, N. J.  
Relay Motors Corp.  
Lima, Ohio  
Reo Motor Car Co.  
1331 S. Washington Ave., Lansing, Mich.  
Roamer Consolidated Corp.  
1902 Reed St., Kalamazoo, Mich.  
Rodenhausen's Excelsior Wagon Wks.  
9th & Jefferson Sts., Philadelphia, Pa.  
Sanford Automotive Corp.  
2 Berwick St., Sanford, Me.  
Sanford Motor Truck Co.  
107 St. Marks St., Syracuse, N. Y.  
Schnabel Co.  
S. 10th & Muriel Sts., Pittsburgh, Pa.  
Selden-Hahn Motor Truck Corp.  
Allentown, Pa.  
Standard Motor Truck Co.  
1111 Bellevue Ave., Detroit, Mich.  
Star Carriage Co.  
2401 1st Ave. S., Seattle, Wash.  
Sterling Motor Truck Co.  
45th Ave. & Rogers St. (West Allis) Milwaukee, Wis.  
Stewart Motor Corp.  
93 Dewey Ave., Buffalo, N. Y.  
Stoughton Co. (Motor Truck Div.)  
Stoughton, Wis.  
Studebaker Corp. of America  
Main & Bronson Sts., South Bend, Ind.  
Sturdliff Body Co.  
Marcellus, Mich.  
Truck Engineering Co.  
3130 E. Pontiac St., Ft. Wayne, Ind.  
True Mfg. Co.  
Eaton Rapids, Mich.  
Utility Supply Co.  
12th St., Clintonville, Wis.  
Welkert, Wm. P.  
McKnightstown, Pa.  
White Industries  
Eastland, Tex.  
White Motor Co.  
842 E. 79th St., Cleveland, O.  
Wichita Falls Motor Co.  
Wichita Falls, Tex.  
Will Motors Corp.  
60 11th Ave., N. E., Minneapolis, Minn.  
Willis-Overland, Inc.  
Walcott Blvd., Toledo, O.  
Wilson Truck Mfg. Co.  
Henderson, Ia.  
Witt-Will Co.  
52 N. St., N. E., Washington, D. C.  
Wood Bros.  
540 Fallon St., Oakland, Calif.  
World Motor Co.  
3289 Spring Grove Ave., Cincinnati, O.

## Truck Bodies

Unless otherwise indicated, all the truck body manufacturers in this list manufacture stake, panel, and van bodies. In case a particular company manufactures just one or two of these three types, the initial letters (S, P, or V) of the types made will appear after the name of the company in parenthesis. Thus, Badger Body Mfg. Co. (S, P) means that the Badger company makes stake and panel bodies only.

Abresch Co., Chas.  
397 4th St., Milwaukee, Wis.  
Acme-Simplex Body Co. (S, P)  
141 Baldwin St., Youngstown, Ohio  
Albright Co., S. S.  
1300-12 U St., Sacramento, Calif.  
Allison Body Co.  
914 Gaston Ave., Cambridge, Ohio  
American Acme Co. (V)  
Emigsville, Pa.  
American Armor Corp. (P)  
33 W. 34th St., New York, N. Y.  
American Body Co.  
5113 E. Grand Ave., Dallas, Tex.  
Anheuser-Busch, Inc.  
Truck Body Dept.  
9th and Arsenal Sts., St. Louis, Mo.  
Arendin Truck Body Corp.  
21 Murray St., Newark, N. Y.  
Armstrong-Johnston Mfg. Co. (V)  
97 N. Washington Ave., Columbus, Ohio  
Atlas Body Works  
147 McKinley Ave., Bridgeport, Conn.  
Auto Body Works  
Pierce Ave. and 8th St., Appleton, Wis.  
Auto Truck Equipment Co.  
7501 Penn Ave., Pittsburgh, Pa.  
Auto Truck Steel Body Co. (P)  
3028 Carroll Ave., Chicago, Ill.

Badger Auto Body Co.  
209 Hanover St., Milwaukee, Wis.  
Badger Body Mfg. Co. (S, P)  
1515 Cummings St., Omaha, Neb.  
Beacon Body Co. (V)  
100 Walnut St., Somerville, Mass.  
Beck-Hawkeye Motor Truck Wks. (S, V)  
Cedar Rapids, Iowa  
Bender Body Co. (P, V)  
W. 62nd and Denison Ave., Cleveland, O.  
Biel's Wagon & Auto Body Works (P)  
2nd St. and Penn Ave., W. Reading, Pa.  
Born & Sons, Herman (V)  
219 N. Fremont Ave., Baltimore, Md.  
Brown Body Corp.  
4917 Superior Ave., Cleveland, Ohio  
Brownell & Burt, Inc. (S, P)  
12 Washington St., Taunton, Mass.  
Buffalo Body Corp. (S, P)  
500 Smith St., Buffalo, N. Y.  
Buffalo Commercial Body Co.  
1255 N. Niagara St., Buffalo, N. Y.  
Burch, Henry F.  
Rockford, Mich.  
California Motor Coach Co.  
1346 Polson St., San Francisco, Calif.  
Carolina Body Co. (V)  
High Point Rd., Greensboro, N. C.  
Champion Auto Equipment Co.  
324 Sheffield Ave., Hammond, Ind.  
Chandler Body Co.  
Shreveport, La.  
Charlotte Wagon & Auto Co.  
Charlotte, N. C.  
Chattanooga Wagon & Body Co. (S, P)  
Chattanooga, Tenn.  
Clark Mfg. Co., J. L. (S, P)  
519 High St., Oshkosh, Wis.  
Clayson & Lorenz Co.  
4058 W. Chicago Ave., Chicago, Ill.  
Columbian Steel Tank Co. (P)  
1519 W. 12th St., Kansas City, Mo.  
Cope Co. (V)  
27 Ball St., Irvington, N. J.  
Corbitt Co.  
Henderson, N. C.  
Cressona Auto Body Works  
Cressona, Pa.  
Crown Motor Carriage Co.  
2500 McPherson St., Los Angeles, Calif.  
Daleville Body Co.  
Daleville, Ind.  
Davenport Body Co.  
1507 Rockingham Rd., Davenport, Ia.  
Davis & Son  
309 W. 3rd St., Winona, Minn.  
Defiance Carriage & Body Co.  
Perry and Gorman Sts., Defiance, Ohio  
De Kalb Wagon Co. (P, S)  
229 Garden St., De Kalb, Ill.  
Delphi Body Works (V)  
311 S. Washington St., Delphi, Ind.  
Dix, Son & Co., John C.  
235 Poplar St., Memphis, Tenn.  
Donigan & Nielson, Inc. (V)  
745 Third Ave., Brooklyn, N. Y.  
Echterling Bros. (V)  
Dyer, Ind.  
Edwards Wheel & Body Works, Inc.  
3900 Block of East Side Ave., Dallas, Tex.  
Emerson-Brantingham Corp. (S, P)  
Preston and Tay Sts., Rockford, Ill.  
Erie Vehicle Co. (V)  
4529 S. State St., Chicago, Ill.  
Erlinder Platt Body Corp.  
4007 S. Wabash Ave., Chicago, Ill.  
F. & S. Body Co.  
3027 Commerce St., Dallas, Tex.  
FitzGibbon & Crisp  
467 Calhoun St., Trenton, N. J.  
Fitzjohn Mfg. Co. (V, P)  
Muskegon, Mich.  
Ford Body Co. (S, P)  
1200 Battle Ground Rd., Greensboro, N. C.  
Fremont Metal Body Co. (V)  
Lime and McPherson Sts., Fremont, Ohio  
General Body Mfg. Co.  
2211 Campbell St., Kansas City, Mo.  
General Body & Paint Co.  
609 N. Main St., Fort Worth, Tex.  
Gilhoel Body Works  
1227 Washington Ave., Scranton, Pa.  
Gross & Gross Auto Works  
225 N. 7th St., Salina, Kan.  
Hackney Bros. Body Co.  
Wilson, N. C.  
Haberer & Co. (S, P)  
Geist and Summer Sts., Cincinnati, Ohio  
Hanfian Body Co.  
4190 Emerald Ave., Chicago, Ill.  
Harbold Auto Body Co.  
703 E. Cary St., Richmond, Va.  
Hercules Products, Inc.  
Morton Ave., Evansville, Ind.  
Herman Body Co.  
4420 Clayton Ave., St. Louis, Mo.  
Hess Body Corp. (S, P)  
Penn Ave. and W. M. R. R., Hagerstown, Md.  
Hesse Mfg. Co. (V)  
Leavenworth, Kan.  
Heuer Bros.  
1510 Blue Island Ave., Chicago, Ill.  
Hicks Body Co.  
837 Indianapolis Ave., Lebanon, Ind.  
Higbee Body Co. (S, P)  
Kokomo, Ind.  
Hoepfner Co. (V)  
450 E. 166th St., New York, N. Y.  
Hopkins Mfg. Co. (V)  
Maple Ave., Hanover, Pa.  
Hulet Top & Body Co.  
564 Garfield Ave., Detroit, Mich.  
Hutchinson Top & Body Factory (S, P)  
220 Second Ave., W., Hutchinson, Kan.  
Indiana Body Co. (P)  
Richmond, Ind.  
Interboro Holst & Body Corp.  
Borden Ave. and Van Dam St., Long Island City, N. Y.  
Iselt Auto Body Co. (S, P)  
1448 Speer Blvd., Denver, Colo.  
Jannell Body Mfg. Co.  
Cumberland Hill Rd., Woonsocket, R. I.  
Johann Mfg. Co. (S, P)  
Reed St. and Morgan Ave., Evansville, Ind.  
Kastory Motor Body Co.  
3942 W. Lake St., Chicago, Ill.

Keen & Son, W. B. (S, P)  
9 Centre St., Malden, Mass.  
Kennedy Mfg. Co.  
501 N. Monroe St., Streator, Ill.  
Kentucky Wagon Mfg. Co.  
3rd St. at Eastern Parkway, Louisville, Ky.  
Kinsman Co., H. W. (S, P)  
Norwood, N. Y.  
Klein Auto Body Co.  
3280 W. 25th St., Cleveland, Ohio  
Kneuer & Sons, Inc., M. J.  
126 Van Buren St., Newark, N. J.  
Kramer Wagon Co. (V)  
Oil City, Pa.  
Kranz Automotive Body Co.  
3032 Gravols Ave., St. Louis, Mo.  
Kratzer Carriage Co.  
100 S. First St., Des Moines, Ia.  
Krauss Co., W. H.  
3511 N. 13th St., Philadelphia, Pa.  
Lang Body Co.  
3088 W. 106th St., Cleveland, Ohio  
Lange Wagon Co., H. (V)  
145 S. St. Clair St., East Liberty, Pittsburgh, Pa.  
Lantz Supply Co., W. R. (S, P)  
227 S. 3rd St., Muskogee, Okla.  
Lewis Mfg. Co., W. H. (V)  
510 E. Second St., Little Rock, Ark.  
Lyons & Co., Hugh  
706 E. South St., Lansing, Mich.  
Lyter Body Co.  
408 N. Randolph St., Philadelphia, Pa.  
McCardell & Co., J. R.  
391 S. Warren St., Trenton, N. J.  
McDermott Body Corp.  
220 13th St., Long Island City, N. Y.  
McFarlane & Co., H.  
322 S. Green St., Chicago, Ill.  
McKay Carriage Co.  
Erie Ave. and Center St., Grove City, Pa.  
Maremont Mfg. Co.  
1625 S. Ashland Ave., Chicago, Ill.  
Martin-Parry Corp. (S, P)  
Cor. W. Market St., York, Pa.  
Marx, Inc., Geo. B.  
200 Newell St., Brooklyn, N. Y.  
Mason Mfg. Co. (S, V)  
31st St. and Warwick Ave., Newport News, Va.  
Matus Auto Body Works, John  
36 Governor St., Paterson, N. J.  
Mayer Body Corp.  
6459 Frankstown Ave., E. E., Pittsburgh, Pa.  
Meckel, Fred L.  
9 E. 13th St., Chicago, Ill.  
Metzler & Sons Co., J. (V)  
158 E. Grand Ave., Chicago, Ill.  
Miami Specialties, Inc. (S, P)  
221 S. Plum St., Troy, O.  
Midland Mfg. Co. (S, P)  
W. Monroe St., Sandusky, O.  
Mifflinburg Body Co. (S, P)  
101 8th St., Mifflinburg, Pa.  
Miller Co., A. J. (P)  
Bellefontaine, Ohio  
Miller Wagon Co.  
Calmar, Ia.  
Monday Co., A. J.  
321 4th St., Milwaukee, Wis.  
Montgomery Co., E. R.  
2546 St. Louis St., New Orleans, La.  
Montpelier Mfg. Co.  
Montpelier, Ohio  
Moreland Motor Truck Co.  
E. San Fernando Rd., Burbank, Calif.  
Moroney Body Co.  
Boston Turnpike, Shrewsbury, Mass.  
Motor Transit Co. (S, P)  
220 E. Market St., Los Angeles, Calif.  
National Steel Products Co. (V)  
1611 Crystal Ave., Kansas City, Mo.  
Nelson Iron Works, Inc., N. P. (V)  
Bloomfield Ave., Passaic, N. J.  
Niagara Body Co.  
3070 Main St., Buffalo, N. Y.  
Novelty Carriage Works  
8115 2nd Ave., Spokane, Wash.  
Oklahoma Auto Body Works  
409 E. 8th St., Tulsa, Okla.  
Omaha Standard Body Co.  
2411 W. Broadway, Council Bluffs, Ia.  
Oxford Body Co. (S, V)  
Durham Rd., Oxford, N. C.  
Paterson Vehicle Co.  
27th St. and 19th Ave., Paterson, N. J.  
Patriot Mfg. Co. (S, V)  
Havelock, Neb.  
Perin-Walsh Co. (S, V)  
1540 Columbus Ave., Boston, Mass.  
Plymouth Body Works (S, V)  
Plymouth, Ind.  
Press' Sons, Jacob  
501 W. 33rd St., Chicago, Ill.  
Proehl Body Corp.  
3920 Calumet Ave., Chicago, Ill.

Providence Body Co.  
128 Narragansett Ave., Providence, R. I.  
Reedy Auto Truck & Trailer Co. (S, V)  
Xanthus and Frisco Tracks, Tulsa, Okla.  
Rehberger & Son, Arthur (S, V)  
316 Ferry St., Newark, N. J.  
Reliable Auto Body Works (S, P)  
316 W. 29th St., Chicago, Ill.  
Rock Hill Body Co.  
Rock Hill, S. C.  
Roeder Mfg. Co., Fred  
1392 Atlantic Ave., Brooklyn, N. Y.  
San Antonio Body Co.  
823 Roosevelt Ave., San Antonio, Tex.  
Schaefer Co., Gustav  
4180 Lorain Ave., Cleveland, Ohio  
Scharf's Son, J. A. (S, P)  
2 S. Calverton Rd., Baltimore, Md.  
Scholl & Son, Anton  
380 Flushing Ave., Brooklyn, N. Y.  
Schubert Wagon Co., August  
318 S. West St., Syracuse, N. Y.  
Schukraft & Co. (V)  
1201 Washington Blvd., Chicago, Ill.  
Schurmeier-Whitney Co.  
419 N. 5th St., Minneapolis, Minn.  
Shadbolt Mfg. Co.  
68 Flushing Ave., Brooklyn, N. Y.  
Shop of Siebert (V)  
614 Southard Ave., Toledo, O.  
Silliman-Mackenzie Co., Inc.  
17 Prospect St., Oneonta, N. Y.  
Simplex Body & Mfg. Co.  
Conneautville, Pa.  
Sior & Son, H.  
245 Floyd St., Brooklyn, N. Y.  
Southern Auto & Wagon Co.  
Wilkinson Blvd., Charlotte, N. C.  
Springboro Mfg. Co.  
Beaver St., Springboro, Pa.  
Staley Co., Earl B.  
915 11th Ave., Seattle, Wash.  
Standard Commercial Body Corp. (S, P)  
423 E. 104th St., New York, N. Y.  
Steffen Body Co., O. F.  
6113 W. 7th St., Sioux City, Ia.  
Stoughton Co. Motor Truck Div. (S, P)  
Stoughton, Wis.  
Stunkard Bros. (P)  
24 N. Meridian St., Brazil, Ind.  
Superior Body Co. (P)  
E. Kibbey St. and Mandeville Ave., Lima, Ohio  
Taylor Wheel & Body Works (S, P)  
300 Ohio Ave., Wichita Falls, Tex.  
Texas Body & Trailer Co.  
4516 Harrisburg Rd., Houston, Tex.  
Thompson Co., Robert (V)  
1015 S. Grand Ave., Los Angeles, Calif.  
U. S. Body & Forging Co. (S, P)  
135 Tonawanda St., Buffalo, N. Y.  
Usinger Estate, Louis (S, P)  
3807 Spring Grove Ave., Cincinnati, Ohio  
Van Den Berg & Sons, John  
Rea Ave. and Goffle Rd., Hawthorne, N. J.  
Wacker Co., Charles (S, P)  
1345 W. Cumberland St., Philadelphia, Pa.  
Waltz, Fred (V)  
342 Green St., Allentown, Pa.  
Waterloo Bodies, Inc. (S, P)  
Waterloo, N. Y.  
Watkins Commercial Body Corp.  
666 Genesee St., Buffalo, N. Y.  
Weatherproof Body Corp. (S, P)  
480 Shawassee St., Corunna, Mich.  
Weber & Co., Frank  
300 E. Main St., Louisville, Ky.  
Welbilt Body Co. (S, V)  
1400 E. Adams St., Los Angeles, Calif.  
Wendel & Sons, Peter  
155 Badger Ave., Newark, N. J.  
Wentworth & Irwin  
327 Oregon St., Portland, Ore.  
Wertsch Co., Wm. (V)  
24 Page St., San Francisco, Calif.  
Weston Dump Body Co. (P)  
326 S. W. 11th St., Des Moines, Ia.  
Wertz & Thiele (V)  
1240 S. Ashland Ave., Chicago, Ill.  
Whitfield & Sons, Inc. (S, P)  
Champlin Ave., Penn Yan, N. Y.  
Wolfson Mfg. Co. (S, V)  
2241 S. State St., Chicago, Ill.  
Woodward Mfg. Corp. (S, P)  
Austin, Tex.  
Wright Co., Thomas (V)  
71 Colden St., Jersey City, N. J.  
Yancey Bros. (S, P)  
110 Jackson St., N. E., Atlanta, Ga.  
York Hoover Body Corp. (S, P)  
York, Pa.

## Bodies, Special Types

Kant-Grab Mfg. Co.  
2310 Charlotte Ave., Nashville, Tenn.  
Limonsine-Carriage Mfg. Co.  
3515 S. Michigan Ave., Chicago, Ill.



# Fulco

## REFRIGERATOR COVERS

"FULCO" covers are used by those dealers who realize the importance of making deliveries in perfect condition—without scratches or broken enamel. For they know that complaints mean dissatisfied customers and loss of business.

"FULCO" covers are a real service feature that helps sales and holds trade.

Substantially constructed, heavily padded, box-shaped, providing perfect protection.

Give us the dimensions of your refrigerator, and let us quote special prices on your individual needs. Write our nearest house.

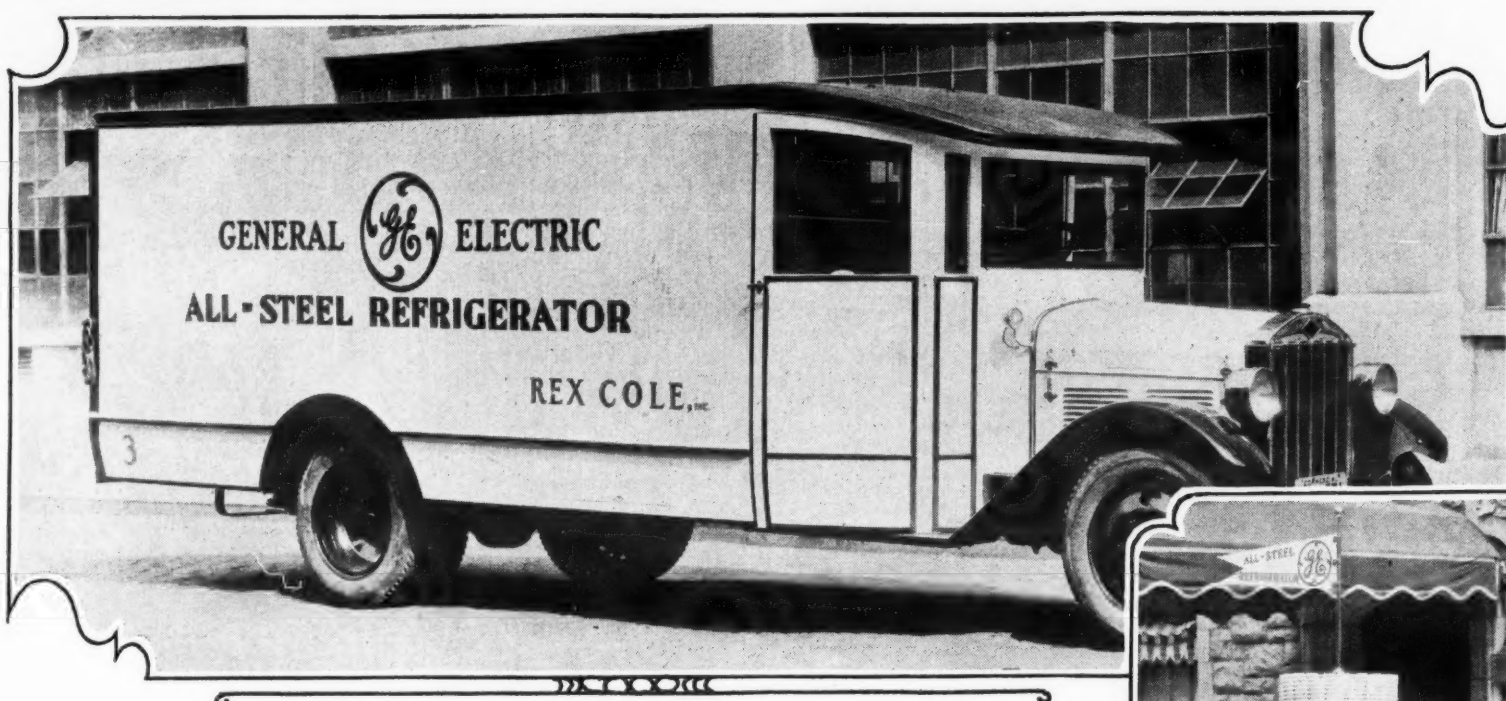
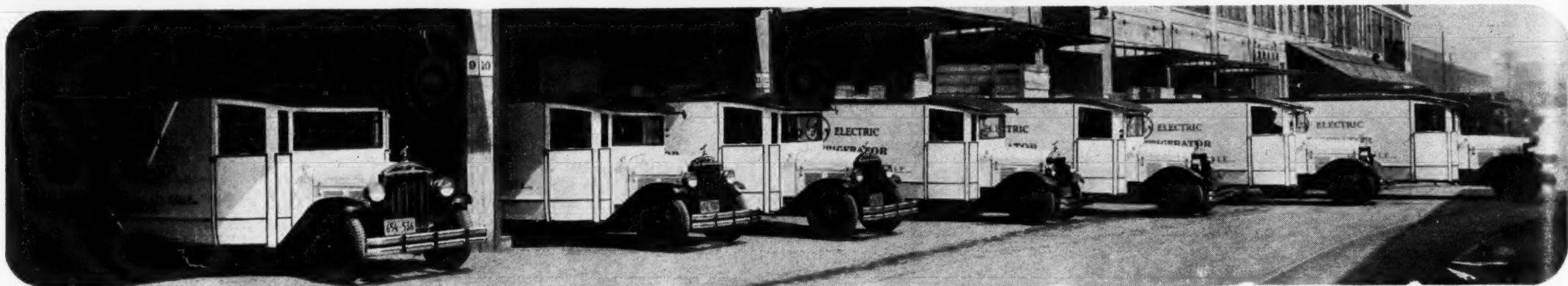
**Fulton Bag & Cotton Mills**

*Manufactured Since 1870*

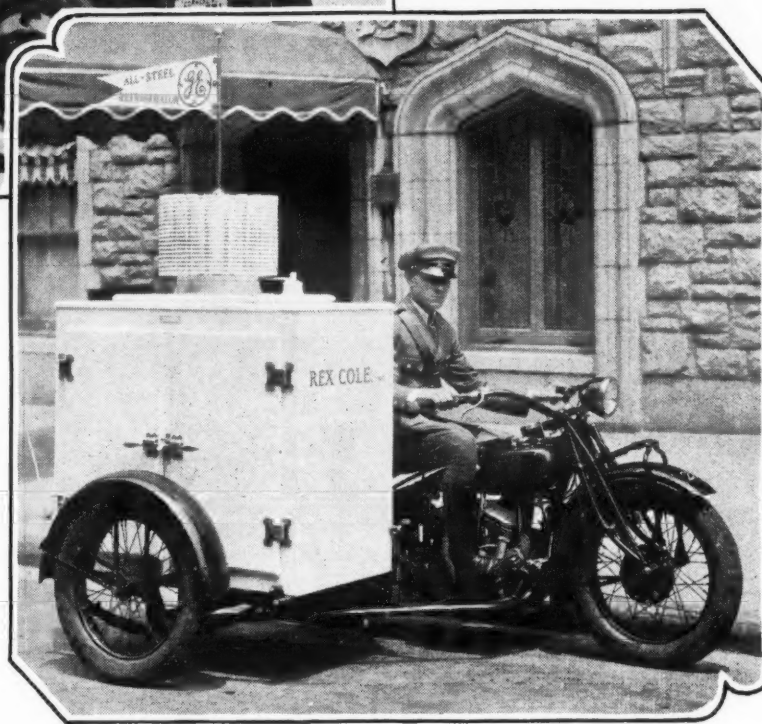
ATLANTA · NEW ORLEANS · DALLAS · ST. LOUIS  
MINNEAPOLIS · BROOKLYN · KAN. CITY, KAN.

ON AND OFF  
IN A JIFFY





Advertising display value is of paramount importance in selecting truck body types for electric refrigeration delivery, according to Rex Cole, Inc., New York City distributor of General Electric refrigerators. Above is shown part of the fleet of 16 large vans used by this organization, and at the left is a close-up view of one of these ambulating billboards. Immediately below is one of the motorcycles, with a dummy refrigerator replacing the sidecar, which is used to deliver accessories and literature.



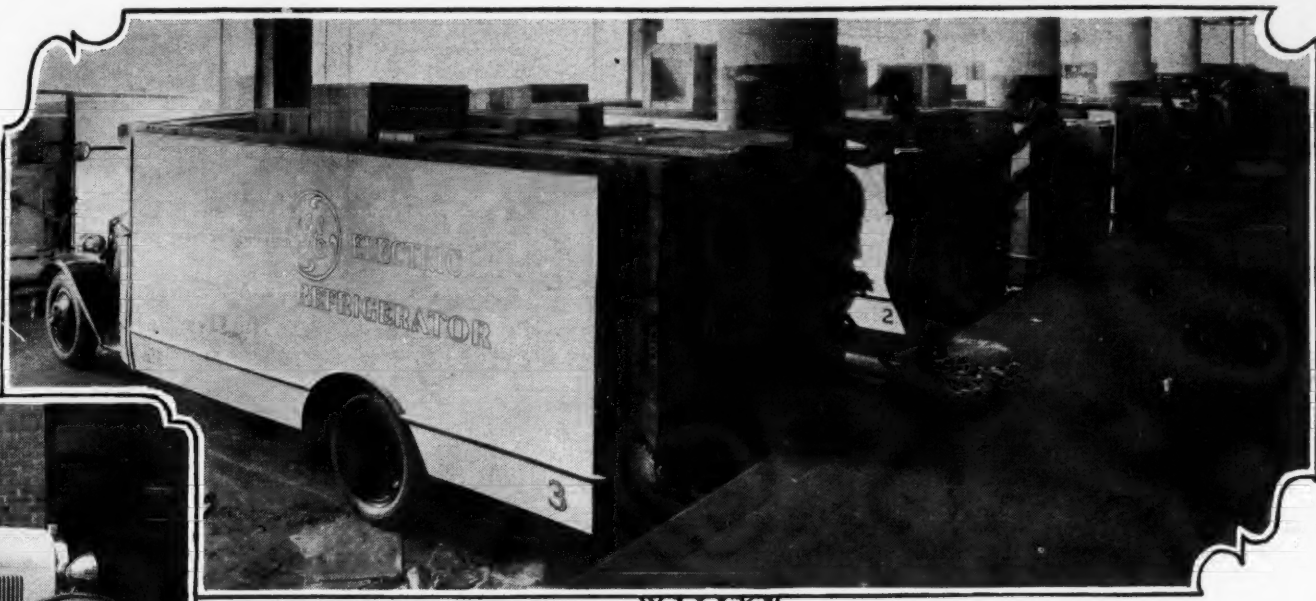
## How Rex Cole Does It

*And Where Would You Like Your Refrigerator, Madam?*





Shown in picture at right is the Rex Cole delivery fleet being loaded in the morning preparatory to starting on its day's work of delivering General Electric refrigerators to purchasers in Greater New York. At the left is one of the 18 Ford service cars used by this organization, and in the large center picture Rex Cole's "travelling billboard" truck is displayed.



### HARVEST

Modern equipment pays. Rex Cole, Inc., the New York City distributor of General Electric refrigerators, sold 4,278 units during the month of July. Always a stickler for clean jobs, good appearance, and plenty of advertising, Rex Cole has kept a sales organization on the qui vive month after month. He reaps the benefits of this aggressive policy by the tremendous volume of sales which is rolling into his place of business. On these two pages the Rex Cole trucking organization is pictured. From this display readers can gain an idea of quality trucking in the refrigeration industry.

## New York City G. E. Distributor Operates Diversified Fleet of Quality Trucks



### *Telling the World They Deliver the Goods*

